

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. resume	Re: Dr. Hector R. Cordero-Guzman (partial) (1 page)	07/19/99	P6/b(6)
002. resume	Re: Gloria G. Rodriguez (partial) (1 page)	07/13/99	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Ruby Shamir (Subject Files)
OA/Box Number: 20364

FOLDER TITLE:

Convening on Hispanic Children and Youth - Researchers [2]

2012-0565-S

ry1242

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
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- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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This marker identifies the place of a publication.

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What Works For Latino Youth



WHITE HOUSE INITIATIVE ON EDUCATIONAL EXCELLENCE
FOR HISPANIC AMERICANS

First Edition

Graduate School



Graduate School of Management and Urban Policy Urban Policy Analysis and Management

66 Fifth Avenue New York NY 10011 212.229.5434 facsimile 212.229.5404

Facsimile Cover Sheet**Please deliver the following pages to:****Name:** Ruby S.**Company:** _____**FAX number:** 202.456.6687**We are transmitting** 5 **pages including this cover sheet.****Date transmitted:** _____**Sent by:** Vina Perez**Phone number:** _____**Comments or special instructions:**

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his CV. Please check our
website for the updated version
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July 19th. Feel free to call
me w/ any questions Vina

Academic Divisions
of the New School
for Social ResearchThe New School
Graduate Faculty
Graduate School
Parsons
Eugene Lang College
Manhasset

Hector Cordero-Guzman

PUBLICATIONS, RESEARCH REPORTS, AND RECENT PRESENTATIONS

Academic Publications:

"The Structure of Inequality and the Status of Puerto Rican Youth in the U.S."

Latinos and Education: A Critical Reader, edited by Antonia Darder, Rodolfo D. Torres and Henry Gutierrez, New York: Routledge Press, 1997.

"Lessons from Operation Bootstrap: Puerto Rico and the NAFTA Debate."

Free Trade and Economic Restructuring in Latin America: A NACLA Reader. New York: Monthly Review Press, 1996.

"Schooling, Color and Labor Force Activity of Women"

Marta Tienda, Katharine Donato and Hector Cordero-Guzman.
Social Forces Volume 71 no. 2, December 1992.

"Placing Race in Context"

Clara Rodriguez and Hector Cordero-Guzman.
Racial and Ethnic Studies. Volume 15 no.4, October 1992.

School of Sociology, Universidad de Centro America

"Survival Strategies in the Popular Sectors of Managua" Critical Sociology Vol.15:1 (Spring 1988)

Richard Dello-Bouno and Hector R. Cordero-Guzman (Editors and Translators).

Current Research under Review:

Transnational Communities and the Political Economy of New York in the 1990s.

Research volume with 18 chapters (600 pp.) on socio-economic change and recent immigration to New York City edited by Hector R. Cordero-Guzman (New School for Social Research), Ramon Grosfoguel (SUNY at Binghamton) and Robert Smith (Columbia University).

"The Socio-Economic Characteristics of Foreign Born Immigrants, U.S. Born Migrants, Return Migrants, and the Non-migrant Population of Puerto Rico in 1990."

Paper presented at the Meetings of the Puerto Rican Studies Association. San Juan, Puerto Rico, September, 1996.

(Under review for the Revista de Ciencias Sociales).

"Differences in Education and Employment Among White, African-American, and Latino Young Males: 1959-1980."

Paper presented at the Social Science Research Council Conference on the Causes and Consequences of Puerto Rican Poverty. Hunter College/CUNY. October, 1992.

(Under review for Recasting Puerto Rican Poverty edited by Luis Falcon from Northeastern University and Edwin Melendez from UMASS-Boston)

Research Reports:

"Trends in Educational Attainment, Employment Status, and Incomes among Latinos in the United States since the early 1980s: Implications for Research, Workforce Development, and Training Programs"

Paper presented at the U.S. Department of Labor's Employment and Training Administration Roundtable Discussion on Opportunities for Hispanics in the New Workforce Development Systems, Washington, D.C. April 18-19, 1996.

"The Demography of Legalization: Insights from Administrative Records"

Marta Tienda, George Borjas, Hector Cordero-Guzman, Manuela Romero and Kristin Newman.

Final Report to ASPE, Department of Health and Human Services. August, 1991.

"Sociological and Legal Approaches to Employment Discrimination"

Discussion Paper. Department of Political Science.

The University of Chicago. October, 1990.

"Queues and Consequences: The Labor Force Activity of Minority Men and Women"

Marta Tienda, Hector Cordero-Guzman and Katharine Donato.

Paper presented at the Annual Meetings of the American Sociological Association, Washington D.C. August, 1990.

M.A. Thesis (Dec. 1989)

"The Socio-Economic Characteristics of Return Migrants to Puerto Rico and Their Impact on the Labor Market 1965-1980"

Presented at the Annual Spring Institute, Society for Social Research

The University of Chicago. May, 1989.

Invited Presentations (partial recent listing):

"The Demographic and Socio-Economic Characteristics of Post-1965 Foreign Born Immigrants to New York City: What does Data from the 1990 Census Suggest about National Origin Differences in Immigrant Selectivity and Economic Incorporation?"

Paper presented at the Conference on Inclusion and Exclusion: International Migrants and Refugees in Europe and North America organized by the International Sociological Association's Section on International Migration. June 5-7, 1997 at the New School for Social Research in New York City.

"The Socio-Economic Characteristics of Foreign Born Immigrants, U.S. Born Migrants, Return Migrants, and the Non-migrant Population of Puerto Rico in 1990."

Paper presented at the Meetings of the Puerto Rican Studies Association. San Juan, Puerto Rico, September, 1996.

"From International Labor Migrants to a Ghettoized Minority: Research Paradigms and the Study of the Puerto Rican Population."

Paper presented at the Meetings of the American Sociological Association. New York, New York, August, 1996.

"Beyond Return Migration and Remittances: The Evolving Flows of Capital and Labor between the U.S. and Puerto Rico."

Paper presented at the Annual Meeting of the Caribbean Studies Association. San Juan, Puerto Rico, May 28, 1996.

"Mobility and Migration Among the Puerto Rican Population since the early 1980s."

Presented at the HIV/AIDS Air Bridge Conference. New York City. June 8-9, 1995.

Other Educational Activities:

Peer Reviewer for the American Journal of Sociology, Demography, Urban Affairs Review, Sociological Focus, Latino Studies Journal, Identities, and for Temple University Press.

Board Member of the Roundtable of Institutions of People of Color a multi-cultural-multi-disciplinary organization for public policy analysis in New York City (1992-present).

Other Educational Activities (continued):

Search Committee for Luce Professorship on Immigration at the Graduate Faculty of the New School for Social Research (1997).

Served on the Search Committees for the Rockefeller Post-Doctoral Fellowship and for the position of Research Director for the History Task Force at Hunter College, (1993-1994).

Comments on the City University of New York (1995) report Immigration and the CUNY Student of the Future and New York City's Planning Department Report Puerto Rican New Yorkers in the 1990s.

GRANTS, FELLOWSHIPS, AWARDS, AND HONORS

Research Grants:

The Ford Foundation. Grant to edit a volume and organize a research conference on Transnational Communities and the Political Economy of New York in the 1990s (1997).

The Ford Foundation. Research Grant with Dr. Bennet Harrison for a multi-year project entitled

Toward a New Vision of Region-Wide, Network-Oriented Urban Economic Development Incorporating Community Based Organizations (first phase from 1997-1999).

New School for Social Research, Technology Initiative Fund. Grant for a computer project entitled Improving the Uses of Computer Technology in the Milano Graduate School Core Course on Quantitative Methods (MM 260).

Professional Staff Congress (PSC-CUNY). Grant for project The Changing Dynamics of Large Urban Centers: An Analysis of the Interaction between Socio-Economic Structure and the Characteristics of Minority and Immigrant Populations. (1995-1996).

City of New York, Department of Employment. Contract to prepare an Annotated Bibliography on Economic Organization and Labor Markets with Special Reference to Research on Puerto Ricans, African-Americans and Other Latinos. (1994).

Social Science Research Council (SSRC) Committee for Research on the Causes and Consequences of Puerto Rican Poverty. Project entitled The Socio-Economic and Demographic Determinants of Differences in the Wages of Puerto Rican, Latino, White and Black Youth: 1959-1987. (1992-1993).

Attention: Ruby Shamir

Date: 7/19/99

Company: The White House

Number of Pages: 3

Fax Number: 1-202-456-6687

Voice Number: 1-202-456-5696

From: Dr. Hector Cordero-Guzman

Company: New School for Social Research

Fax Number: 212-229-5404

Voice Number: 212-229-5434

Subject: Short Biography

Comments:

Dear Ms. Shamir,

Enclosed you will find a short resume and biography. I very much look forward to collaborating with you and the First Lady on the Conference on Latino Children and Youth.

When you e-mail me a description of the Conference could you please send me an address where I could mail you some materials?

Take care and I remain at your service.

Withdrawal/Redaction Marker

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DR. HÉCTOR R. CORDERO-GUZMÁN

P6(b)(6)

(h) 212-229-5434 (w)

E-MAIL: HCORDERO@NEWSCHOOL.EDU OR HCORDERO@AOL.COM

FACSIMILE: 212-229-5404 (w)

EDUCATION

THE UNIVERSITY OF CHICAGO

A.M. (1989), PH.D. (1995) SOCIOLOGY

PH.D. DISSERTATION: EDUCATIONAL ATTAINMENT, LABOR FORCE PARTICIPATION AND THE WAGES OF WHITE, AFRICAN-AMERICAN, MEXICAN-AMERICAN, PUERTO RICAN, AND OTHER HISPANIC YOUNG MALES DURING THE 1980s.

THE UNIVERSITY OF DAYTON

B.A. SOCIOLOGY AND ANTHROPOLOGY (1986)

WORK EXPERIENCE

ROBERT J MILANO GRADUATE SCHOOL OF MANAGEMENT AND URBAN POLICY

NEW SCHOOL FOR SOCIAL RESEARCH

ASSISTANT PROFESSOR, DEPARTMENT OF URBAN POLICY ANALYSIS AND MANAGEMENT,

SEPTEMBER 1996 TO PRESENT

CHAPIN HALL CENTER FOR CHILDREN AT THE UNIVERSITY OF CHICAGO

SENIOR RESEARCH ASSOCIATE

SPRING AND SUMMER OF 1999

CENTER FOR PUERTO RICAN STUDIES

HUNTER COLLEGE OF THE CITY UNIVERSITY OF NEW YORK

RESEARCH DIRECTOR FOR POLITICAL ECONOMY, SEPTEMBER 1992 TO SEPTEMBER 1996

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

DEPARTMENT OF PUERTO RICAN AND HISPANIC CARIBBEAN STUDIES

ADJUNCT PROFESSOR, 1994-1995 ACADEMIC YEAR

RESEARCH INTERESTS

- CHILD AND YOUTH DEVELOPMENT
- INTERNATIONAL MIGRATION AND PUBLIC POLICY
- ECONOMIC DEVELOPMENT, SOCIAL STRATIFICATION, AND URBAN POVERTY
- RACIAL AND ETHNIC RELATIONS
- COMMUNITY BASED ORGANIZATIONS
- DEMOGRAPHY, SOCIAL SCIENCE METHODOLOGY, AND PROGRAM EVALUATION

SKILLS

- EXTENSIVE EXPERIENCE WITH UNIX, DOS, WINDOWS AND MANY DATA SETS
- EXPERIENCE IN TEACHING GRADUATE COURSES IN SCIENTIFIC RESEARCH METHODS
- EXPERIENCE IN DATABASE DEVELOPMENT, MANAGEMENT, AND DATA ANALYSIS
- EXPERIENCE IN FUND-RAISING AND PROGRAM EVALUATION
- EXPERIENCE CONSULTING FOR GOVERNMENT AGENCIES AND NGOS
- FULLY FLUENT IN SPANISH AND ENGLISH



Dr. Héctor R. Cordero-Guzmán is an Assistant Professor at the Robert J. Milano Graduate School of Management and Urban Policy and an Affiliated Faculty in the Graduate Department of Sociology at the New School for Social Research. At the New School he is also a research associate at the Community Development Research Center, the International Center for Immigration, Ethnicity and Citizenship, and the Center for Health Policy Research. Dr. Cordero-Guzmán teaches graduate courses in statistics and social science research methods, urban demographic, economic, and fiscal change, race and ethnicity, and migration policy. He has written and coauthored articles on economic development and labor markets, social stratification and poverty, child and youth development, racial and ethnic relations, and international migration. Currently, Dr. Cordero-Guzmán is editing a volume on international migration and socio-economic change in New York City (with Dr. Ramon Grosfoguel and Dr. Robert Smith), conducting research on community based workforce development programs (work started with the late Dr. Bennett Harrison), and working on a project that examines the role of community based organizations in the socio-economic adaptation and incorporation of immigrants and the impact of changes in immigration and welfare laws on immigrant groups, organizations, and service providers. He has also been working on a long-term research project that examines the role of individual, family, school, labor market, and community level factors on differences in educational attainment, labor force participation, and the wages of young adults. Dr. Cordero-Guzman has been a consultant to government, research, and community based organizations including the U.S. Department of Labor, The Aspen Institute Roundtable on Comprehensive Community Initiatives, The Carnegie Endowment for International Peace, The Ford Foundation, The Economic Development Assistance Consortium, The Urban Institute, The Hispanic Federation, The Coalition for Asian-American Children and Families, The Committee for Hispanic Children and Families, and is on the board of El Barrio Popular Education Program and the South Bronx Overall Development Corporation (SOBRO). Dr. Cordero-Guzmán received his Ph.D. from The University of Chicago and prior to joining the New School for Social Research he was the Research Director for Political Economy at the Center for Puerto Rican Studies of the City University of New York and an adjunct instructor at Rutgers University.

THE WHITE HOUSE
WASHINGTON

Neera -

Can we involve
these people in
Hispanic Convening?

Patti

6/8/31



*Scheduling
H. 1/1/99*

Patti

The Committee for Hispanic Children and Families, Inc.

140 West 22nd Street, Suite 301, New York, New York 10011 Tel: (212) 206-1090 Fax: (212) 206-8093 E-Mail: CHCFinc@aol.com

Cecilia Gastón, Chairperson
Elba I. Montalvo, Executive Director



March 8, 1999

*① Send to Neera
w/ note from me
② Return to me*

H - sched.

Hon. Hillary Rodham Clinton
The White House
Washington, D.C. 20500

Dear Mrs. Clinton:

It was a pleasure to see you at the Brooklyn YMCA, as always, taking a stand to help address the needs of children and families. I was disappointed that I was unable to speak with you as I had at the White House during the Child Care Conference last fall (where I shared with you our common birthdays and my birthday letter). But a young and lithe staff member made her way through the crowd at the YMCA and shook your hand for all of us.

Because of your ongoing commitment to strengthening families, we would be honored to have you as our **keynote speaker** at our gala benefit event at the end of September 1999. Two of our honorees are Doug McCormack, former CEO of Lifetime Television Network, which has been committed to affordable, quality childcare, and Digna Sanchez of the Children's Television Workshop, which pioneered television for children that is not only creative and engaging, but also educational.

The Committee for Hispanic Children and Families, Inc. (CHCF) is a non-profit agency that works to improve the lives of Hispanic children and families. Our services include community building and advocacy, community education services, and of course, child care services. We are the first and only organization in New York State that currently operates a Spanish language Child Care Resource and Referral service for parents seeking child care, as well as Spanish language training for Latinas who want to become child care providers. CHCF believes that it is by building upon the existing strengths of the Latino community and fostering self-sufficiency that Latino children and families can be best served. Our gala event is designed to attract 500 businesses and community leaders so that we can increase resources to our various programs and let our work be known in the corporate world.

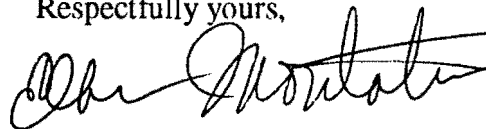
At the YMCA event in Brooklyn, I shared your concern for Eileen Quiñones, one of the panelists, who like many parents we work with, is earning a salary too high to keep her eligible for subsidized child care, yet too low to support herself and her child if she

has to pay for child care. The staff our Child Care Resource and Referral Program, "Cuidando Nuestros Niños," (Taking Care of our Children) are working closely with Ms. Quiñones and we have connected her with an excellent family day care provider, whom we trained, and who lives near her mother's home. This provider is willing to work with Ms. Quiñones to make her services more affordable. We also recently conducted a needs assessment on child care and the New York Latino community, which we are enclosing, along with some information about our organization.

I recognize that your schedule is booked months in advance with many meetings and events. However, I believe that as a Hispanic community-based organization which has advocated on behalf of children and families and affected public policy at the federal and local levels for seventeen years, we provide a natural forum for a dialogue with the Latino community of New York City where you and President Clinton have so many supporters.

I look forward to hearing from your office for the best feasible day that can fit your schedule during end of September or the beginning of October 1999.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'Elba I. Montalvo', with a long horizontal line extending from the end of the signature.

Elba I. Montalvo
Executive Director

Encl.

PROBLEMS FACING MANY LATINO FAMILIES TODAY IN NEW YORK CITY

According to the 1990 U.S. Census, 24% of New York City's population is Latino. Since 1980, the Latino population in NYC has increased by nearly 27%. Despite growing numbers, the quality of life for Latino families is getting worse.

POVERTY

43% of the Latinos in NYC live in poverty. 75% of Hispanic babies are born under poverty.

DROPOUT RATES

The school dropout rate for Latinos in the class of 1995 was 36.5%. Latino students show the lowest on-time graduation rates and the highest dropout rates.

While Latinos constitute more than one-third of the public school population, 24% have not completed their high school education and only 10% attain a Bachelor of Arts or higher degree.

FOSTER CARE

In 1997, 18.4% of the children placed in foster care in New York City were Latino.

CHILD CARE

An estimated 25% of New York City's children are eligible for, but are not receiving, publicly subsidized child care. Predominantly Latino communities, such as Washington Heights, are among communities where the public day care shortage is more than double that of the city as a whole.

TRAINING

(Available on a fee-for-service basis)

Latino Cultural Awareness Training Series
CHCF staff approaches the ongoing process of cultural competency from both a theoretical and practical standpoint, while focusing on its application to the Latino community. Latino cultural values, religious practices, and immigration issues are some of the topics which are presented in order to give human service providers the skills and knowledge to better serve Latino children and families. This training can also be tailored to the workplace or corporate settings to improve employee relations.

SPECIAL EVENTS

CHCF also sponsors forums which, in the past, have examined topics such as Intergroup relations between Dominicans and Puerto Rican youth.

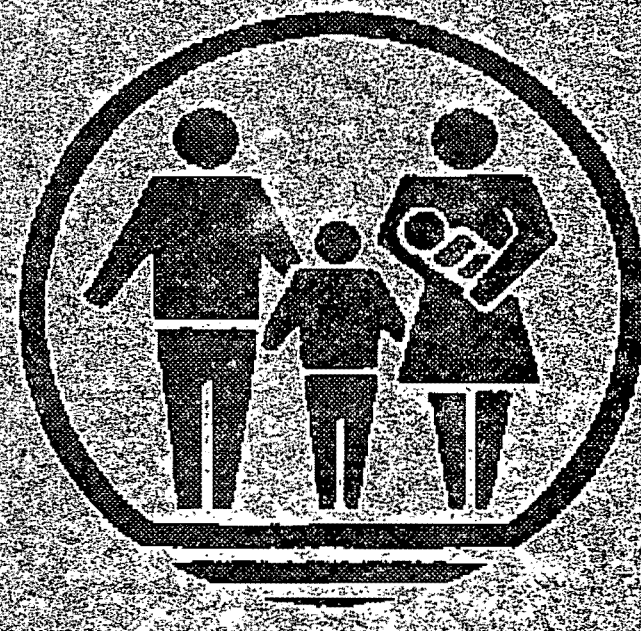


The Committee for Hispanic Children
and Families, Inc. is generously supported by:

Chase Manhattan Bank
District Council 37
Fund for the City of
New York
Community Trust
NY Women's Foundation
Traveler's Foundation
Rhodebeck Charitable Trust
Hispanic Federation of NYC
MS Foundation for Women
WNBC-TV

Consolidated Edison
Foundation for Child
Development
United Way of New NY
York City
Rockefeller Brothers
Foundation
Hoyt Memorial Fund
Manhattan Borough
President's Office
WABC-TV

The Committee for Hispanic Children and Families



140 West 22nd Street, Suite 301
New York, New York 10011
Tel: (212) 206-1090
Fax: (212) 206-8093
E-Mail: CHCFinc@aol.com

CURRENT PROJECTS

PUBLIC POLICY

Center for Advocacy and Community Building

The Center for Advocacy and Community Building was created in order to fulfill the challenge of enlarging and improving our advocacy function. The Advocacy Center has been charged by the CHCF Board with accomplishing the following goals:

Public Policy Advocacy

To identify, articulate and promote the interest of the Hispanic community in critical public policy matters with the federal, state and city government.

Social Services Networks & Coalition Building

To bring together Hispanic community-based organizations to identify and mobilize around social services and educational issues that will have a major impact on the quality of services Hispanic clients receive.

Local Consortia

To help organize local service consortiums for the sake of community building and planning efforts that are required for the Hispanic service delivery system to expand and prosper.

Public/Private Partnerships in Program Development and Policy Research

To actively pursue public/private partnership with a variety of policy stakeholders to ensure that the Hispanic community is on the cutting edge of program development and policy research initiatives that will define program needs of New York City poor neighborhoods and community-based organizations.

Culture and Social Justice

To actively promote the cultural values of the Hispanic community in any efforts directed at community building or social justice.

COMMUNITY EDUCATION & SERVICES

Organizing for Youth Empowerment (OYE/CAPS)

Community Achievement Projects in the Schools

Project OYE targets Latino youth at risk of dropping out of school. Through individual and group counseling, workshops, outings, home visits, and parent and staff trainings, OYE seeks to increase students' academic performance and attendance.

Sites: Bronx: P.S. 279, I.S. 321, Walton H.S.

Queens: Franklin K. Lane H.S.

Domestic Violence

In 1988, CHCF orchestrated the production of "Dolores," the first Spanish language film (sub-titled in English) which dramatizes the impact of domestic violence on the Latino family. CHCF conducts trainings and workshops on this topic and created a special film guide to accompany the showing of "Dolores" in community settings.

Project GOAL!/Proyecto GOAL!

This two-year old model program was designed to provide culturally/linguistically appropriate HIV/AIDS prevention information to adolescents/adults in the Mexican community. Trained experts went directly to soccer fields in public parks where immigrant players, their families and friends congregated. Educational activities occurred over an 8 to 10 week period of time.

CHILD CARE SERVICES

Cuidando Nuestros Niños

The only bicultural Latino Child Care Resource and Referral (CCR&R) service in New York City, Cuidando Nuestros Niños provides bilingual referral information and education to parents about child care options and funding, and offers technical assistance to child care providers and centers.

Family Day Care Training

Participants complete bilingual instruction with the goal of receiving state certification as registered family day care providers.

Early Intervention Training Program

This training is a new component added to the Day Care providers' "Entre Familias" Training Program. Participants complete a series of training consisting of seven sessions which prepares them to:

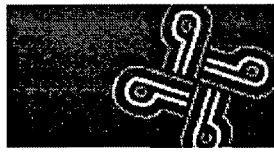
- provide quality child care services to children with special needs.
- identify developmental delays in children currently under their care.
- provide the families of children with special needs, respite services and an informal support network and
- refer parents to the Early Intervention Program.

MISSION STATEMENT

The Committee for Hispanic Children and Families, Inc., believes that Latino communities, families and children are served and protected by building upon their existing strengths and fostering self-sufficiency. As agents for change and educators on issues of social equity affecting Latinos, we:

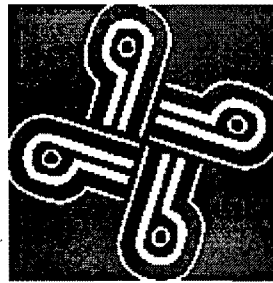
- Develop programs in response to the changing needs of Latino communities which will serve as incubators for innovative services and will enhance the ability of Latino families to nurture children and advocate on their own behalf, and
- Assess, promote and create public policies so that society's institutions address the needs of the Latino community in a multi-cultural and multi-lingual environment.

HISPANIC COMMUNITY FOUNDATION



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HISPANIC COMMUNITY FOUNDATION



Friday, August 6, 1999

Click above banner to learn about the Foundation's event August 6, 1999

MISSION STATEMENT. To improve the well being of Latinos in the San Francisco Bay Area by promoting Latino philanthropy and volunteerism.

HISTORY. The Hispanic Community Foundation is a regional non-profit community foundation established in 1989 to serve the counties of Alameda, Contra Costa, Marin, Santa Clara, San Francisco and San Mateo.

VALUES. The Foundation believes in building strategic alliances and collaboration with individual donors, corporations, foundations, and other funders to realize their charitable objectives in meeting the needs of the Bay Area Latino community.

OUR NEW LOGO. The "unity" icon's four quadrants display the Foundation's charge of unifying the individual, family, social and business communities.

CONTACT Hispanic Community Foundation.

OUTCOMES

To increase philanthropy, by Latinos and for Latinos

To increase and strengthen Latino leadership through volunteerism

To increase the capacity of Latino Non Profit Organizations

AFFILIATIONS

The Foundation has strategic partnerships with the following organizations:

[Council on Foundations](#)

[Hispanics in Philanthropy](#)

[The United Way
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COUNCIL ON FOUNDATIONS



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Diversity Endowment Funds
of
The Saint Paul Foundation

Contact Information

Name of Fund: Diversity Endowment Funds (DEF) of The Saint Paul Foundation

- Pan African Community Endowment (the PACE Fund)
- Asian Pacific Endowment for Community Development
- El Fondo de Nuestra Comunidad
- Two Feathers Fund

Address: The Saint Paul Foundation
600 Norwest Center
St. Paul MN. 55101

Telephone: 651-224-5463

Fax: 651-224-8123

E-mail: nwh@tspf.org

Principal Contacts: John Couchman, Vice-President of Grants and Program
Norman Harrington, Director of Development, Diversity Endowment Funds
Anne Pierre, Administrative Coordinator, Diversity Endowment Funds

General Organizational Information

Purpose/Mission: Enhance the philanthropic capacity of Minnesota's richly diverse communities of color by providing a mechanism for fund-raising, identification of interest areas, and allocation of charitable dollars. The Diversity Endowment Funds seek to enable culturally-appropriate community development and to create new avenues for cross-cultural understanding.

Current Organizational Goals and Objectives: The primary goal of the Diversity Endowment Funds is to create a flexible fund that reflects community-defined needs and allows for a wide variety of donor interests in addressing those needs. Specific objectives of the DEF include:

- To assist in creating an additional vehicle for giving in communities of color, as well as assist in creating understanding about communities of color and identifying mechanisms which work to enhance and improve conditions in each of those communities.
- To provide an additional platform from which communities of color can articulate their views and concerns to the broader community.
- To challenge traditional models of decision-making, both within The Saint Paul Foundation and throughout the foundation community as a whole. The DEF will bring new voices into the planning, decision-making and other processes of The Saint Paul Foundation, thereby helping the Foundation become more reflective of, and responsive to, communities of color.

- To facilitate the ongoing development of new and current leadership and to build on the existing leadership capacity indigenous to communities of color.

Organizational Structure: The Saint Paul Foundation is a community foundation comprised of over 500 different funds with a primary emphasis on serving the East Metro area - Ramsey, Washington, and Dakota Counties. It was established in 1940 to draw together donors who wish to establish permanent funds to meet their charitable purposes and to benefit the community. It is governed by a twenty member Board of Directors. The Diversity Endowment Funds is a group of permanent endowment funds within The Saint Paul Foundation which includes the Common Fund, the Pan African Community Endowment, the Asian Pacific Endowment for Community Development, El Fondo de Nuestra Comunidad, and the Two Feathers Fund, as well as several affiliated donor-advised funds.

Organizational History: In 1991, The Saint Paul Foundation realized that, with demographic changes taking place across the country and locally, the face of philanthropy was changing and that a change in its ways of thinking and operating should also take place. The Saint Paul Foundation began to respond to this challenge by looking into new models of philanthropy. In an effort to create a culturally-specific model where communities of color have input in shaping a fund (from design and development to grantmaking and evaluation), the Diversity Endowment Funds was created. In 1992, a lead gift of \$1,300,000 from The Saint Paul Foundation and a \$1,000,000 challenge grant from a Donor Advisor Fund provided initial dollars to start the endowment. In 1994, the Northwest Area Foundation awarded the DEF a \$600,000 grant including \$500,000 to match gifts to each of the four community-specific endowment funds. By 1996, a full-time Director for the DEF had been hired and grants were made for the first time.



Hispanic New Yorkers on Nueva York

Seventh Annual Survey

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articles

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Photos from Ayuda a Los Pueblos de
CentroAmerica Benefit Concert

Photos from Hurricane
Georges Relief Efforts
Telethon

The Hispanic Federation is a membership organization comprised of over sixty health and human service agencies providing services to Latino communities throughout the Northeast. E-mail the webmaster with any comments or feedback regarding the content of this web site. Re-publishing any of the content found on this web site without the express written permission of the Hispanic Federation is forbidden.

The Hispanic Federation 84 William Street, 15th Floor New York, New York 10029
(212) 742-0707 / (212) 742-2313 Fax

This site maintained by

INTER-AMERICAN CONSULTING CORP.

Hispanic Federation of NY

84 William St

15th Floor

NY, NY 10029

Lorraine Cortez Vasquez
President

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The Hispanic Federation (HF), is a membership organization of Latino health and human services agencies serving Hispanics in the tri-state region. The Hispanic Federation's mission is to build and strengthen community-based organizations which provide Latinos with a host of services, including immigration services, health care, economic development, job training, AIDS prevention, youth services, leadership development, and housing.

The need for services in our communities will never disappear. While fortunes may be thriving on Wall Street, the Latino communities of New York, New Jersey, and other neighboring areas continue to have some of the highest rates of poverty, teenage pregnancy, AIDS and diabetes of any group in the United States. In addition, Latinos also have the lowest rates of insurance coverage, homeownership, educational income, and median income.



The network of health and human services agencies which compose the HF is dedicated to improving conditions and the quality of living for families, children, elderly, and persons with disabilities. Our communities cannot afford to lose the assistance they receive from the Latino nonprofit service sector. To fulfill our mission, the Hispanic Federation employs three strategies:

[Fund Development & Grantmaking](#)[Advocacy](#)[Technical Assistance](#)

CONTACT US

**The Hispanic Federation
84 William Street, 15th Floor
New York, New York 10038**

**(212) 742-0707
(212) 742-2313 (fax)**

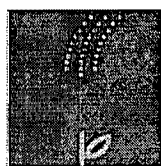
Our Board of Directors

We welcome your feedback, suggestions and inquiries.
What follows is an e-mail listing of Hispanic Federation
staff and web site personnel.

General Mailbox

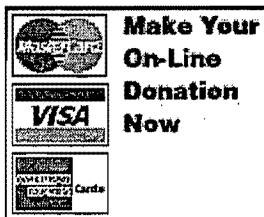
<u>Lorraine Cortes</u> <u>Vásquez</u>	President
<u>Lillian Rodriguez</u> <u>López</u>	Vice President
<u>Erik Paulino</u>	Director of Development
<u>Robert Rodriguez</u>	Director of Finance
<u>Doris Peña</u>	Senior Bookkeeper
<u>Sonia Torres</u>	Assistant Bookkeeper
<u>Yvette Martinez</u>	Events Coordinator
<u>José Linares</u>	Immigration Coordinator
<u>Tony Parodi</u>	Tech Support Specialist
<u>Diego Olivé</u>	Site Editor
<u>Michael L. Rojas</u>	Webmaster

SUPPORT US



AYUDENOS A AYUDAR

*Be sure to **specify the fund** you wish to donate to. Inquiries regarding the details of particular funds and how they will be administered should be addressed to the Hispanic Federation's Department of Development (212) 742-0707. To make a general donation to the Hispanic Federation, select "General Support."*



**Make Your
On-Line
Donation
Now**

Your On-Line
Transaction Protected by
Secure Server
Encryption Technology.

AYUDA A LOS PUEBLOS



Support the victims of
Hurricane Mitch - Find Out
How!

If you would like to help the Hispanic Federation continue to help Hispanic community-based organizations improve conditions for Latinos and empower the Latino community, you may give your support by credit card via Internet or by calling (212) 742-0707.

You can also send a check or money order via regular mail to:

84 William Street, 15th Floor, New York, NY 10038
attn: **Erik Paulino**, Director of Development

Thank you for your interest in the Hispanic Federation, and remember that your gift is tax deductible.

As the umbrella organization for Hispanic community-based organizations throughout New York and New Jersey, the Hispanic Federation strives to help its member agencies provide vital services to Latino youth, families, elderly, and people with AIDS and other ailments. But, we can't do it alone.

We need your help to help us...

- To support policy forums, conference, and surveys that represent Latinos on state and local levels on major issues such as charter schools, immigration restrictions, school to work programs, and the economic development of communities in New York City.
- To sponsor voter registration drives, citizenship campaigns, and other activities that lead to greater civic participation by Latinos.
- To improve the quality of services provided to Hispanics by local neighborhood agencies.
- To sponsor local toy and clothing drives for distribution to needy persons.

The Hispanic Fund (Lorain, Ohio)

Contact Information

Name of Fund: The Hispanic Fund
Address: The Community Foundation of Greater Lorain County
1865 North Ridge Road East, Suite A
Lorain, OH 44055
Telephone: (440) 277-0142
Fax: (440) 277-6855
Email: dferrer@lorainccc.edu
Principal Contacts: Michael Ferrer, Fund Historian (Lorain Salvation Army)
Frank Jacinto, Fund Chair (Coalition on Hispanic Issues and Progress)

Brian Federik

General Organizational Information

Purpose/Mission: The Hispanic Fund serves the following purposes: to financially support the activities of non-profit organizations that address Hispanic concerns; to promote self-sufficiency and self-esteem within the Hispanic population; to exercise and promote Hispanic leadership in meeting the changing needs and opportunities of the Greater Lorain community; to improve the physical, economic, and educational conditions that affect the quality of life of Hispanics in Lorain County; and to promote increased local understanding of Hispanic culture.

Current Organizational Goals and Objectives: The Fund's current goals are to expand Fund visibility in the community; increase fundraising from businesses and community members to enlarge grantmaking capacity; assess the needs and giving practices of the Lorain County Hispanic community; and strengthen collaborative relations with the African American Fund of The Community Foundation of Greater Lorain County

Organizational Structure: The Hispanic Fund is a member fund of The Community Foundation of Greater Lorain County. The Fund acts as an advisory board to the Community Foundation, evaluating grant proposals and making recommendations to the Community Foundation Board of Trustees.

Organizational History: The Hispanic Fund was initiated with a \$300 contribution by Dr. Dr. Carlos Padilla in memory of his friend Dr. Jose Rivera in 1986, but remained dormant until 1989. That year, the Community Foundation convened area Hispanic leaders to develop an endowment to support local Latino community needs. The Community Foundation pledged \$25,000 to match all new contributions to the Hispanic Fund on a 1:2 basis. Since its creation, the Fund has partnered with a similar Community Foundation fund targeted to African Americans to solicit donations from the business and corporate world. Since beginning to pursue community support in 1990, endowment assets have grown to over \$250,000. In that time, the Fund has gone from awarding primarily educational scholarships to making grants in a variety of areas that impact the local Hispanic community.

Affiliations and Collaborations: The Hispanic Fund works in affiliation with a number of different foundations and community organizations. The Fund works in partnership with the African American Fund of the Community Foundation of Greater Lorain County to raise funds. It is also involved in

a youth initiative with four area foundations (the Nord Family Foundation, the Nordson Corporation Foundation, Stocker Foundation, and the Community Foundation of Greater Lorain County), and is participating with other Latino funds in the Kellogg Foundation Emerging Funds Initiative. The Fund also works closely with the County school system, health services organizations, and local Latino community agencies.

Governance Body, Staff, and Consultants

Governing Board: The Hispanic Fund has a 15 member advisory board composed of local Hispanic leaders. The committee reviews current and projected needs and issues within the community to guide grantmaking priorities and decisions.

Current advisory board members include: Greg Ceja (Security Consultant); Michael Ferrer (Lorain Salvation Army); Manuel Garcia (South Lorain Community Development Corporation); Maria Harrington (Lorain City Schools); Frank Hernandez (UAW Hispanic Council); Frank Jacinto (Nord Mental Health Center and Coalition on Hispanic Issues and Progress); Marie Leibas (Mexican Mutual Society); Crystell Ivonne Llado (El Centro de Servicios Sociales); Judy Lozano (Urban Minority Alcoholism and Drug Abuse Outreach Program); Awilda Ramirez (The Morning Journal); Rigo Reveron (City Councilman); Rose Rosario (Puerto Rican Home); Alice Rodriguez-Ross (Mexican American Citizen's Club); Juanita Senquiz (Lorain City School District Human Resources Department); Margarita Vergara (UAW Hispanic Council); and Tina Villa (LUMINA Awards Program)

Organization Staffing: The Hispanic Fund has no permanent staff, however the Fund is assigned a program officer from the Community Foundation who assists and advises the Fund on matters of planning and policy as needed and appropriate. The Community Foundation also provides clerical, financial, reporting, and other assistance.

Financial Information

Current Annual Budget: \$30,830.58 for 1998

Current Asset Status: \$281,343 (endowment) as of March 31, 1998

Fundraising: The Hispanic Fund raises money through business and corporate solicitations, local community fundraising events (including an annual awards banquet and a costume ball), and individual solicitations (including Hispanic Fund-Grams, a quarterly newsletter designed to keep the community informed about Fund activities and to encourage financial contributions). More than 300 community gifts have been received from local individuals and businesses, amounting to nearly \$25,000.

In 1995, to assist in its fundraising efforts, the Fund received a challenge grant from the Ford Foundation to match community fundraising up to \$25,000 a year for five years.

The Fund also works in partnership with the Community Foundation's African American Fund to approach various local corporations for support. Support raised by the two funds is shared equally between them. In addition, the Fund annually reinvests 20 percent of interest generated through its endowment, using the remaining 80 percent to support community grants.

Grant Giving

Total Grants Since Inception

Total Number of Grants: 24 (and 19 scholarships) in 7 years

Total Amount Given: \$19,919 (\$25,419 including scholarships)

Amount by Year - 1991: \$1,000 (5 scholarships)
- 1992: \$1,000 (4 scholarships)
- 1993: \$1,685 (2 grants)
- 1994: \$500 (1 grant); \$500 (2 scholarships)
- 1995: \$5,500 (6 grants); \$1,000 (4 scholarships)
- 1996: \$5,100 (7 grants); \$1,000 (2 scholarships)
- 1997: \$7,154 (8 grants); \$1,000 (2 scholarships)

Average Grant Size: \$830

Grant Size Range: \$250 - \$1,100

Type of Grants: Flexible funds for recipient organizations, with the exception of the following categories of requests: capital support; ongoing operating support for existing programs; services commonly regarded as the responsibility of government; and school-related services required by state law.

Grantee Categories: The Hispanic Fund's grantmaking priorities include: Hispanic community development (with an emphasis on neighborhood revitalization and environmental issues); nonprofit capacity building; public safety and crime prevention; and education.

Eligibility Criteria: Eligible grantees are tax-exempt private organizations and public agencies within Lorain County, or, in some cases, organizations outside the county whose projects directly impact Hispanic residents in Lorain County.

Grantmaking Process: Grant proposals are due on July 15 of each year. Applicants are encouraged to discuss their proposals with Community Foundation program staff prior to submitting a formal request. All proposals are screened and evaluated by Community Foundation staff prior to presentation to the advisory board, which makes allocations recommendations to the Community Foundation Board of Trustees. The Board meets in August of each calendar year to review and authorize final decisions.

Leveraging of Funds: The Hispanic Fund does not have much experience in leveraging funds, but has received small matching grants from donors and has, in one instance, required a grantee to raise matching funds. In addition, a number of recipient organizations have been able to use Fund grants to leverage additional support for their programs.

Grant Giving During the Past Fiscal Year (1997)

Number of Grants: 8 (plus 2 scholarships)

Total Amount Given: \$7,154.05 (plus \$1,000 in scholarships)

Grant Size Range: \$304 - \$1,100

Grantee List:

Our Savior/Nuestra Salvador Lutheran Church: \$304.05 – Health fair
El Centro: \$1,000 – Eldorado senior program
Amateur Boxing Club: \$1,000 – Purchase of equipment and supplies
Citizen League of Lorain: \$750 – Spanish translation of Voter's Guide
Big Brothers Big Sisters: \$1,000 – Assistance in recruiting Hispanic adults for the
Pass It On mentoring program
YWCA of Lorain: \$1,000 – Summer Jump Rope Program
Coalition for Hispanic Issues and Progress: \$1,100 – Get Out the Vote Campaign
UAW Hispanic Council: \$1,000 – Assistance to send youth leadership to UAW
Hispanic Leadership Council conference

Assessments, Planning, and Evaluation**Assessments:**

The Fund has not conducted any formal community assessments, but has utilized existing information collected by the Community Foundation and other organizations.

United Latino Fund (ULF)

Contact Information

Name of Fund: United Latino Fund
Address: 315 West 9th Street, Suite 709
Los Angeles, CA 90015
Telephone: (213) 236-2829
Fax: (213) 236-2930
Email: espinoza1@aol.com
Principal Contacts: Tony Espinoza, President and General Manager
Ralph Arriola, Board Chairman (Options for Youth - Pasadena, Inc.)

General Organizational Information

Purpose/Mission: ULF is a philanthropic organization dedicated to enhancing the quality of life for Latinos in the Greater Los Angeles area through a concerted effort of voluntary giving to local Latino community-based organizations. ULF provides support for the diverse economic needs of new and developing, emerging, and established organizations dedicated to the delivery of human care and social services in the Los Angeles Latino community.

Current Organizational Goals and Objectives: 1) To assist charitable organizations that provide services to the greater Latino community through support for community-wide fundraising campaigns, which build on special events, direct mail, payroll deductions, and corporate foundation grants; 2) To provide technical assistance to charitable organizations that provide services to the greater Latino community in the areas of financial management, strategic planning, board training, and fundraising; and 3) To assist efforts by the greater Latino community, through local community forums, to identify and more effectively address critical social service needs.

Organizational Structure: ULF is a 501(c)(3) non-profit organization that operates workplace giving campaigns at 10 public and private organizations. ULF maintains on-going relationships to mutually assist other organizations that participate in local workplace campaigns.

Organizational History: The United Latino Fund traces its roots to a 1989 study by the Tomas Rivera Center, funded by the Ford and ARCO Foundations, that assessed the needs of the Los Angeles County Latino population. The study concluded that Latinos should be more broadly engaged in setting grantmaking agendas and priorities within their own communities. To help achieve this goal, ULF was established in 1990 with \$75,000 in initial funding from the Ford Foundation, to develop a program of voluntary giving that would provide support for the needs of grassroots Latino non-profit organizations (which the study found were not being effectively met by Los Angeles' traditional philanthropic institutions). ULF's first workplace campaign began in 1991, when the Fund managed to gain access to the payroll deduction contributions of Los Angeles County employees. The Fund now operates workplace solicitations at ten public and private organizations.

Affiliations and Collaborations:

ULF is an independent organization, but has worked in collaboration in local workplace charitable campaigns (with organizations including the Asian Pacific Community Fund, Brother Crusade, and L.A. Women's Foundation) and in national campaigns (with the National Alliance for Choice in Giving). In addition to these fundraising affiliations, ULF has also worked with the Center for Non-Profit Management to provide technical assistance to community organizations and with GTE and LatinoNet to provide technology and training to Latino agencies.

Governance Body, Staff, and Consultants**Governing Board:**

The ULF board is composed of eight local Latino/a community leaders, including: Ralph Arriola (Options for Youth - Pasadena, Inc.); Rick Gallardo (Lakeland Elementary School); Santiago Jackson (Los Angeles Unified School District); Marvin Martinez (Santa Monica Community College); Bill Molina (retired, City of Los Angeles Employees Chicano Association); Helen Romero Shaw (Southern California Gas Company); Carol Trujillo (El Monte Downtown Business Association); and Elva Lima (GTE).

Organization Staffing:

The Fund has three staff members: a president and general manager; a grant assistant; and an administrative assistant. ULF also retains a CPA part-time as a consultant.

Financial Information

Current Annual Budget: \$258,511 in 1996

Current Asset Status: \$130,782 (total) in 1996; \$97,763 (net)

Fundraising:

ULF raises funds primarily through workplace solicitations, including payroll deduction contributions of employees of Los Angeles County, the City of Los Angeles, the Los Angeles Unified School District, the Los Angeles Community College District, Pacific Enterprises, Prudential, Metropolitan Transportation Authority, City of Los Angeles Department of Water and Power, and Mobil Oil Corporation. The Fund has also received grants and contributions from the Ford Foundation, GTE, and the Mattel Foundation.

Grant Giving**Total Grants Since Inception**

Total Number of Grants: 67 in 6 years

Total Amount Given: \$244,523

Amount by Year - 1992: \$20,250 (7 grants)

- 1993: \$60,000 (12)

- 1994: \$104,560 (19)

- 1995/6: \$56,880 (17)

- 1996/7: \$2,743 (10)

Average Grant Size: \$3,650

Grant Size Range: \$25 - \$7,000

- Type of Grants:** Flexible grants to help meet the specialized needs of new, developing, and established nonprofits working in the Latino community.
- Grantee Categories:** Support systems for the family (direct services related to families, health education, and parenting) and policy development activities (focusing especially on community education and information efforts related to health, literacy, economic development, education, and citizenship) have been determined to constitute priority areas by the Board of Trustees. Emergency and out of cycle requests are also considered.
- Eligibility Criteria:** Eligible grantees are 501(c)(3) non-profit organizations that serve the Latino poor and meet established criteria as either: a new and developing community institution; an emerging, unserved, and/or isolated community initiative; or an established organization. Special events and emergency requests are eligible for out of cycle grants.
- Grantmaking Process:** The Fund offers "How to Apply" technical assistance and guidance to help organizations through its application process. ULF uses an RFP grantmaking structure that maintains community control over the grantmaking process. A 35-40 member Community Planning Council, representing a wide cross section of local community leaders, was established and charged to develop ULF's funding priorities and to make allocations recommendations. The Council is made up of approximately fifty percent Latino/a representatives and fifty percent African American, Asian American, and Anglo American representatives; half of the Council's members are women. Based on the Council's recommendations, final allocations decisions are approved by the ULF board on approximately a yearly basis. In addition, the Chair, President, Executive Committee, or Board of Trustees may approve emergency or out of cycle requests.
- Leveraging of Funds:** ULF seed grants and general support have helped to link local Latino agencies to additional funding resources from foundation, corporation, group, and individual sources. Additionally, in some cases, ULF has required grantee organizations to match their grant allocations.

Grant Giving During the Past Fiscal Year (1996-97)

- Number of Grants:** 10
- Total Amount Given:** \$2,743
- Grant Size Range:** \$25 - \$1,000
- Grantee List:** Casa Latina: \$155 - General support for drug/alcohol rehab. program for women
Mothers Against Gangs: \$92 - General support for services to families affected by gang violence
Ninos Latinos Unidos: \$97 - General support for foster care family services
Mexican-American Health and Education Services: \$97 - General support for health, safety, and parenting education, plus emergency food bag distribution
Watts Century Latino Organization: \$282 - Community education programs
Family and Children's Services Trust Fund: \$25 - General support for children
Eastside Community Garden: \$160 - Park beautification groundbreaking
L.A. Municipal Art Gallery/Paquito's Christmas: \$1,000 - Scholarships/ads for youth theater production
Inner-City Arts: \$300 - Sponsorship/ads for awards banquet for youth arts program
Utter McKinley: \$500 - Assistance with funeral expenses

Assessments, Planning, and Evaluation

Demographic Studies: The Fund has developed demographic profiles for the five-county Los Angeles area's Latino population.

Hispanics in Philanthropy

Hispanics now comprise 15% of the national population and are expected to constitute at least 25% by 2050. Following this growth trend, the Latino nonprofit sector is now composed of more than 4000 organizations. Moreover, American Hispanics buying power has grown 65 percent since 1990, from \$211 billion to \$348 billion.

One of the most important characteristics of Hispanic philanthropy is the personal nature of giving. Regardless of who is asking, receiving, or involved in the organization that is being solicited, people are the essential reason why the Latino community engages in philanthropic activities. Latino donors are especially interested in causes and organizations related to family, education, and religion, which is not surprising given their cultural traditions. Latinos are also drawn towards causes and organizations that benefit their own ethnic communities.

Despite recent population and philanthropic growth, Latino nonprofits are still only 1% of the field. Considering that Hispanics are expected to soon be the largest minority group in the United States (every one in three workers), there is concern that this lack of community involvement could lead to a lack of representation in civic life, educational gaps, and a decline in economic growth. Hence, the Latino community sees protection and expansion of philanthropy incentives (i.e.: tax exemption) and the development of new ways to facilitate cross border grant-making as a way to build their communities for the future. To facilitate this, philanthropic organizations are developing specific approaches to reach out to potential Hispanic donors. For example, attention should be paid to the differences that may exist among Latino communities in musical preference, accents, and linguistic idioms. It is important to be mindful that although Latinos may share a similar immigrant story, they tend to keep their individual cultural and national identity, creating a need to be aware of a second level of diversity. Clearly reaching out to each segment of the Latino market, as potential philanthropists in different geographical regions, is crucial to providing successful recruitment of new donors.

One problem with Hispanic philanthropy that does need to be considered in measurement, however, is that Hispanic philanthropy is often not recorded. For this reason, Latino giving cannot be measured in accordance to American organized philanthropy due to historical reasons that link Hispanics with the Napoleonic Code, where considerations of tax deductions are considered insignificant. Deep-rooted feelings of obligation in taking care of their own and helping the less fortunate, also contribute to the lack of measured Hispanic philanthropy in the United States--- people feel it is their duty, not something to be "measured" for gain or recognition. Hispanics also tend to be uncomfortable with many concepts that are intrinsic to institutionalized philanthropy in the United States---large organizations, endowments, foundations, and planned giving. For all these reasons, it is critical to take historical aspects into account when measuring Hispanic giving.

Nicole/Ruby -
This was done for
the Philanthropy
Corp. - I've talked
the folks that might
be good for our Hisp.
community. Shirley

Significant Associations of the Nonprofit Sector: the organizations that raise money and provide services to community

1. **Hispanics in Philanthropy (HIP):** 16 years old, HIP is the most significant national association of Latino philanthropic leaders, having grown more than fourfold in the past decade from 50 individuals in 1988 to more than 350 in 1998. HIP focuses on the need to expand research and dialogue on the status of Latinos in philanthropy and the nonprofit sector. HIP works with major foundations in the United States, including the Rockefeller, Kellogg, and Packard Foundations. HIP sees its job as introducing traditional foundations to the Latino community.
2. **National Council of La Raza (NCLR):** a Washington, D.C. nonprofit Latino civil rights group, La Raza is most concerned with elderly and health issues than with sales calls and making payroll. One of their most significant projects has been the development of a Community Development Financial Institution (CDFI) designed, with money from corporate America, to help Hispanics-owned businesses borrow money.
3. **The Mexican American Legal Defense and Educational Fund (MALDEF):** MALDEF is a nonprofit organization that promotes equality and protects the civil rights of Hispanics nationwide through litigation, leadership training and law school scholarships. MALDEF advocates for the appointment of Latinos to federal judicial positions in different states and at all judicial levels as a means to reflect the geographic diversity of the Latino population across all states and localities. Without sufficient Latino representation at all levels, MALDEF feels that equal justice for some, not all, will be the reality in this country.
4. **The Southwest Voter Registration/Education Institute:** furthers the political empowerment of U.S. Latinos by educating people about the democratic process, registering eligible voters and getting them out to vote. SVREP firmly believes that only through the strengthening and exercising of one's political voice, can Latinos directly influence important issues affecting their communities. SVREP worked extensively on proposition 187.
5. **Aspira:** founded in 1961, it is the largest and oldest Latino youth and educational advocacy organization, seeking to advance the Puerto Rican/Latino community by helping youth excel in education and leadership programs aimed at valuing community involvement and cultural heritage. Aspira serves over 5,000 youth annually.
6. **Ser National Jobs for Progress:** "Service, Employment, and Redevelopment" from the Spanish verb "to be," was established in 1964 as a 501 (c)(3) non-profit with the purpose of developing and cultivating human resources for the nation's work force. The corporation's special emphasis is addressing the needs of Hispanics in the areas of education, job skill training, literacy and employment.
7. **National Association for Latino Elected and Appointed Officials (NALEO):** established in 1981, NALEO is now the leading organization in the United States promoting Latino participation in public service. NALEO consists of more than 5,400 members nationwide. The also aim to encourage Latino participation in U.S. government and politics.
8. **Hispanic Association on Corporate Responsibility:** a non-profit, tax-exempt organization, in Washington D.C., HACR was founded in 1986 as a coalition of prominent national Hispanic organizations working together to promote equitable participation of Hispanics in corporate America.

9. **League of United Latin American Citizens (LULAC):** as the largest and oldest Hispanic Organization in the United States, LULAC advances the economic condition, educational attainment, political influence, health and civil rights of Hispanic Americans through community-based programs at more than 600 LULAC councils nationwide.

Below are six funds that have a common mission to promote philanthropy in the Latino Community. These agencies raise money and donate to various Latino causes on both individual and organizational levels with corporate and foundation support.

1. **Hispanic Community Foundation of the Bay Area in San Francisco:** HCF is a regional non-profit community foundation established in 1989 by the United Way of the Bay Area and the National Concilio of America. The mission of HCF is to improve the well being of Latinos in the San Francisco Bay Area by increasing giving and volunteerism in their community.
2. **Hispanic Federation of New York City:** a nonprofit organization, striving to build and strengthen community-based organizations that provide Latinos with a host of services, including immigration services, health care, economic development, job training, AIDS prevention, youth services, leadership development, and housing.
3. **United Latino Fund in Los Angeles:** a fund established in 1990 to improve the quality of life for Latinos in the Los Angeles area through a community effort of giving.
4. **The Greater Kansas City Hispanic Development Fund:** a fund established in 1984 to financially support activities of nonprofits that encourage cultural diversity and help Hispanics in Kansas City.
5. **The Hispanic Fund of Lorain County, Ohio:** a fund established in 1986 to financially support activities of nonprofits that encourage cultural diversity and help Hispanics in Lorain County.
6. **El Fondo de Nuestra Comunidad in St. Paul:** a fund established in 1986 to financially support activities of nonprofits that encourage cultural diversity and help Hispanics in St. Paul.

Significant Contributors to the Latino American Philanthropic Community

1. **Paul Ylvisaker:** a grantmaker, he helped establish modern philanthropy in Latino communities at the Ford Foundation.
2. **Diana Campoamor:** President of HIP. Prior to joining HIP, she was the director for MALDEF and the Shallon Foundation. Diana has a B.A. in sociology from the University of Florida, and has completed extensive graduate work in Latin American Studies. She has an M.A. from the School of Communication at the University of Miami.
3. **Dr. William A. Diaz:** Senior Fellow, U of Minnesota's Institute of Public Affairs and Chairman of HIP. He is responsible for a program of research, teaching, and writing on the relationship between public policy, philanthropy, and the nonprofit sector. Prior to joining the Institute, Dr. Diaz was a Ford Foundation program officer. He holds a Ph.D. in political science from Fordham University.
4. **Ana Gloria Rivas-Vazquez:** examines new pools of Latino wealth, the giving patterns of Latinos, and ways to encourage giving. Her research found that Hispanic Americans have a

long standing tradition of giving generously. However, Latino patterns of donation do not coincide with the US model of giving in that they tend to help family and relatives, emphasizing Hispanic cultural traditions of supporting the family and building strong relationships with relatives. Latino women traditionally rely on personal or voluntary initiatives, using personal contacts to raise funds. Vazquez holds a Ph.D. in Anthropology.

5. **Rodolfo de la Garza:** using a major national survey of Latinos, Garza examines giving and volunteering. His findings indicate no difference between Mexican Americans and Anglos in their levels of giving, holding citizenship and socioeconomic backgrounds constant. He is currently a professor in the Department of Government at the University of Texas in Austin, serves as Vice President and Director of research at the Tomas Rivera Center, and holds a Ph.D. in Government from the U of Arizona.
6. **Henry A. J. Ramos and Gabriel Kasper:** examined the rise of Latino Community funds and found that they are motivated to expand development and control of the community's own philanthropic institutions. Ramos is Principal of Mauer Kunst Consulting and Kasper is an independent consultant.

List of Potential Latino Philanthropy Speakers/Participants

MARILDA GANDARA ALFONSO

Ms. Alfonso serves as vice president, corporate public involvement for Aetna, Inc., and as executive director of the Aetna Foundation, an independent charitable organization that focuses primarily on primary health care for at-risk children and improving educational opportunities for disadvantaged students. She joined Aetna in 1978, and has worked in the legal, real estate, and corporate planning areas. Ms. Alfonso serves on several nonprofit boards in the Hartford area, and has previously been a director of the Beatrice International Foods Company and the McCall's Pattern Company. She has been the recipient of numerous awards, including the National Eagle Leadership Institute 1996 Award, and has been cited as among the most influential Latinas in the U.S. by VISTA and HISPANIC magazines. Born in Cuba, she holds a law degree from the University of Connecticut.

Contact: Aetna Foundation, 151 Farmington Ave., RE1B, Hartford, CT 06156-3180, 860-273-4770 tel, 860-273-4764 fax, malfonso@aetna.com e-mail.

DIANA CAMPOAMOR

Diana Campoamor is President of Hispanics in Philanthropy, an association of grantmakers that advocates for increased support of Hispanic communities and Latin America. Prior to joining HIP, she served as director of the Shalan Foundation's communications program and as national communications director for the Mexican American Legal Defense and Educational Fund. Trained as a journalist, Ms. Campoamor has conducted research on press coverage, public opinion and public policy, as well as produced broadcast programs on AIDS and a number of other social and political issues. She holds an M.A. from the University of Miami and a B.A. from the University of Florida, where she also completed the coursework for a doctoral program in Latin American Studies.

Ms. Campoamor serves on the boards of the Council on Foundations, Independent Sector, the Inter-University Program for Latino Research and several other organizations.

Contact: Hispanics in Philanthropy, 2606 Dwight Way, Berkeley, CA 94704-3029, 510-649-1690 tel, 510-649-1692 fax, hip@crl.com e-mail

MICHAEL CORTES (accent on e in Cortes)

A well-respected scholar, he is associate professor of public policy at the University of Colorado, and a leader in the field of nonprofit research.

Has led the way in focusing greater research attention on the relations between Hispanic communities and Hispanic-run nonprofits.

Contact: University of Colorado at Denver, Graduate School of Public Affairs, Denver, CO 80217-3364, 303-556-5996 tel, 303-556-5971 fax, mcortes@castle.cudenver.edu e-mail

AUGGIE & ELSSY FABELA

Mr. and Mrs. Fabela recently established a foundation in suburban Chicago, endowing it with \$5 million to sponsor local youth development efforts. Theirs is one of the few Latino family foundations in the U.S., and represents an emerging trend among communities of color.

Contact: The Elssy Fabela Foundation, 501 E. College Avenue, Suite 308, Aurora, IL 60505, 630-820-0400 tel, 630-820-0904 fax

ANTONIA HERNANDEZ

Antonia Hernandez, president and general counsel of the Mexican American Legal Defense and Educational Fund (MALDEF), also serves on the Board of Trustees of The Rockefeller Foundation. Based in New York City, TRF is one of the largest foundations in the world, with assets exceeding \$2 billion.

Ms. Hernandez, elected to MALDEF's presidency in 1985, directs all litigation and advocacy programs, manages a \$6 million budget, a 75-person staff, and plans the organization's long-range goals and objectives. MALDEF is headquartered in Los Angeles and maintains regional offices in San Francisco, San Antonio, Chicago and Washington, DC, with a program offices in Sacramento and Fresno, California.

Ms. Hernandez earned her B.A. at UCLA, a teaching credential at the university's

School of Education and her J.D. at the UCLA School of Law in 1974. An expert in civil rights and immigration issues, her legal experience includes serving as Directing Attorney for the Lincoln Heights office of the Legal Aid Foundation of Los Angeles, and staff counsel to the Senate Committee on the Judiciary.

Active in community affairs, Ms. Hernandez serves as a member of the board

of directors for the Los Angeles Branch of the Federal Reserve Bank; the Inter-American Dialogue; the National Hispanic Leadership Agenda; and many other organizations. Her achievements have been recognized by numerous awards such as: the Aguila Azteca presented by the Mexican government, the Hubert H. Humphrey Award, the UCLA Alumnus of the Year award, and the establishment of the Antonia Hernandez Public Service Award for UCLA Law School graduates.

Contact: MALDEF, 634 S. Spring St., Los Angeles, CA 90014, 213-629-2512 tel, 213-629-3120 fax

MARGIE DIAZ KINTZ

A recently retired executive of Intel, former head of the Intel Foundation, who is now in the process of setting up her own foundation. After several years in Seattle and Hawaii with Intel, has recently moved back to the Latino community in Austin, TX where she grew up, where she will initially focus her giving.

Contact: 14415 Echo Bluff, Austin, TX 78732, 512-301-5921 tel, 512-301-5920 fax, margie.kintz@intel.com e-mail

HENRY A.J. RAMOS

Mr. Ramos is principal of Mauer Kunst Consulting, a Berkeley, CA-based private consulting group that specializes in strategic planning, product development, program evaluation and research activities targeted to business, foundation and nonprofit institutions. His current clients include the Levi Strauss Foundation, for which he manages the Project Change Anti-Racism Initiative. His book, *The American GI Forum: In Pursuit of the Dream, 1948-1983*, an historical recount of the nation's oldest and largest Latino veterans/civil rights organization, was recently published by Arte Público Press. Mr. Ramos is a graduate of UC-Berkeley and Harvard University, where he earned degrees in political economics, law and public administration. He is founding editor of the *Harvard Journal of Hispanic Policy*, a former Robert Bosch Foundation fellow in Germany, and a past member of the professional staffs of The Ford Foundation and The James Irvine Foundation.

Contact: Mauer Kunst Consulting, 2406 Cedar Street, Berkeley, CA 94708, 510-843-3536 tel, 510-843-3537 fax, mkc@flash.net e-mail

ANTHONY D. ROMERO

Anthony D. Romero is Director, Human Rights and International Cooperation at The Ford Foundation in New York City, where he manages a multi-million dollar portfolio of grants pertaining to human and civil rights education and services in the U.S. and abroad. A graduate of Stanford Law School and Princeton University, he was previously a program officer and fellow at The Rockefeller Foundation.

Contact: The Ford Foundation, 320 E. 43rd Street, New York, NY 10017, 212-573-5000 tel, 212-351-3654 fax, a.romero@fordfound.org e-mail

BARBARA A. TAVERAS

Barbara A. Taveras has served as Executive Director of The Edward W. Hazen Foundation since 1993 and is the Board Secretary. Prior to this, she was senior policy analyst at the Mayor's Office of Education Services in New York City, with responsibility for the areas of multicultural education and special education. She was Training Specialist on International Issues with the YWCA National Board, and has extensive experience in the field of international development, particularly in Latin America and the Caribbean. She chairs the Program Committee of the New York Regional Association of Grantmakers.

Ms. Taveras is a graduate of Pace University and holds a master's degree in Latin American Studies from Georgetown University.

Contact: The Edward W. Hazen Foundation, 309 Fifth Avenue, #200-3, New York, NY 10016-6509, 212-889-3034 tel, 212-889-3039 fax, btaveras@hazenfoundation.org e-mail

LUZ VEGA-MARQUIS

Luz Vega-Marquis is the incoming executive director of the California Telecommunications Fund, a private philanthropy created by the merger of SBC Communications and Pacific Bell. Until recently, she served as Vice President of the National Economic Development and Law Center, a national intermediary organization based in Oakland, California. One of the most experienced and respected leaders in the field of philanthropy, she worked more than twenty years at The James Irvine Foundation and has served on the board of most major institutions in philanthropy. In her various capacities

at the Irvine Foundation, Ms. Vega-Marquis strengthened the Foundation's infrastructure, managed its proposal review process and diversified its grantmaking portfolio. She serves or has served on the boards of the Council on Foundations, Northern California Grantmakers, The California Wellness Foundation and The San Francisco Women's Foundation. She is a founder and director emerita of Hispanics in Philanthropy. Born in Nicaragua, Ms. Vega-Marquis holds an M.A. in Latin American Studies from Stanford University and a B.A. in Modern Languages from the University of San Francisco.

Contact: NEDLC, 2201 Broadway, Suite 815, Oakland, CA 94612, 510-251-2600 tel, 510-251-0600 fax, luz@nedlc.org e-mail

ANN MARIE WHELOCK

Ann Marie Wheelock was appointed President and CEO of the Fannie Mae Foundation in 1998. The Foundation works to provide affordable housing opportunities and help families get on the path to homeownership. Prior to joining the Foundaion, Wheelock served as an Officer of the Fannie Mae Corporation. Beginning in 1994, she served as the Western Regional Housing Impact Vice President and then as Executive Assistant to Fannie Mae's Chairman and Chief Executive Officer James A. Johnson. Before joining the Fannie Mae Corporation, Wheelock served as the Administrator/Deputy Director of the Community Development Agency, Office of Planning and Community Development for the City and County of Denver where she advised Mayor Wellington Webb on housing, community and economic development issues. She practiced public finance law in the Denver office of the Kutak Rock law firm. Before joining the firm she was the Executive Director of the Colorado Hispanic League.

Wheelock received her B.S. with distinction and special honors from the University of Iowa, and J.D. from Boalt Hall School of Law at the University of California. She is a member of the California and Colorado Bars. Wheelock is currently a board member of the Tomas Rivera Policy Institute, the Mexican American Legal Defense and Educational Fund (MALDEF), and an advisory board member of The Brookings Institution Center on Urban & Metropolitan Policy.

Contact: Fannie Mae Foundation, 4000 Wisconsin Ave, NW, Suite 1, North Tower, Washington, DC 20016, 202-274-8090 tel, 202-274-8100 fax, amwheelock@fanniemaefoundation.org

To: Marcia Harper for Richard Toscano

From: Rosalind Dailey (Patricia Montoya's office)
ACYF

Name for the WH Event

Marta Rosa, Director of the Child Care Resource Center in Cambridge, MA is 1 recommendation as a presenter on early childhood/brain development. She is a member of the NACCRA Board, local school board member, good presence. Her perspective would be more practitioner-based than academic. She's reachable at 617 547-1063.

✓ T. Austin:

David Hayes Bautista
310-206-0562 (office)
UCLA dir of Chusson Shells

- ① David Hayes Bautista → demog
- ② ec: Blandina Cordero
Hector Cordero
Marta Rosa
- ③ ed: Carlos Rodriguez
- ④ adm: Emile Cortes (seen by suicide, envhymnt)

Blandina Cardenas
Associate Professor of Educational Leadership
Division of Education
The University of Texas at San Antonio
6900 North Loop 1604 West
San Antonio TX 78249

Blandina Cardenas is currently Associate Professor of Educational Leadership at The University of Texas at San Antonio. She is also the Chairperson of the Board of Trustees of the Educational Testing Service, a founding member of the Fundación Solidaridad Mexicana Americana, and a member of the Board of the American Association of Higher Education. In January 1993, Dr. Cardenas completed her second six year term as a member of the U.S. Commission on Civil Rights. Formerly a teacher at both the pre-school and high school levels, Dr. Cardenas also served as Director of Development of Innovative Programs at the Edgewood Independent School District, where she designed an extensive array of programs that became national models. She has served as an expert witness in cases pursuing equity for disadvantaged children, and as a consultant to the U.S. Justice Department and the Department of Education's Office of Civil Rights. Dr. Cardenas received her Bachelor's degree in journalism from The University of Texas at Austin and her Doctorate in education administration from the University of Massachusetts at Amherst.

Reweaving the Social Fabric

Ernesto Cortés, Jr.

MORE THAN 50 years ago, Saul Alinsky founded the Industrial Areas Foundation (IAF). Currently directed by Ed Chambers, IAF is now the center of a national network of broad-based, multiethnic, interfaith organizations in primarily poor and moderate income communities. These organizations are renewing their local democracies: fostering the competence and confidence of ordinary citizens so that they can reorganize the relationships of power and politics and restructure the physical and civic infrastructure of their communities. To that end, IAF provides leadership training for nearly 40 organizations representing over 1,000 institutions and one million families, principally in New York, Texas, California, Arizona, New Mexico, Nebraska, Maryland, Tennessee, and the United Kingdom.

The San Antonio-based Communities Organized for Public Service (COPS) is the oldest of these 40 IAF institutions. It is also the most established, and so provides an especially striking illustration of IAF's organizing techniques. To explore those techniques, though, we need first to understand some fundamentals about the terrain on which IAF and COPS operate.

Why a New Democracy?

The quality of urban life has deteriorated sharply over the past 20 years. The problems — hunger, homelessness, unemployment, violence — are overwhelming and many well-intentioned people have tried to address them in isolation. Such piecemeal approaches, though, cannot get at the mutually reinforcing and cumulative impact of these problems. Instead they contribute to our political incompetence and lack of political imagination.

Because our political system has failed to address urban decay seriously and effectively, much of our adult population is convinced that politics is largely irrelevant to their lives. And this alienation has impoverished public discourse itself.

At first glance, a discussion about the decline of our political institutions and public discourse may seem out of place in a description of more tangible social and economic decay. Yet one of the most important causes of American poverty is the inability of working people to absorb the costs of contemporary economic and political change. A dynamic economy always imposes such costs, and those who are the least political — the least articulate, least connected, least

well-organized — invariably bear an inordinate share of the burden. While the free market has an important place in society, it must be kept in its place by civic institutions. When those institutions fail to buffer citizens from the market, the effects show up at the bottom line: real income in the United States has been declining since 1973, with the most serious effects visited on the incomes of the less well-educated.

The federal government has done little to alleviate these troubles. Federal support for cities declined dramatically in the 1980s while changes in tax policy overwhelming-

of income. They are a crushing burden on the soul, and people who suffer under their weight often view themselves as incapable of participating in the civic culture and political community. This sense of self makes broad-based institutions extraordinarily difficult to create. But no transformation of the human spirit can proceed without the development of practical wisdom and meaningful collective action through the practice of collaborative politics.

True politics is not about polls, focus groups, and television ads. It is about engaging in public discourse and initiating col-

are political beings — that a part of us emerges only through participation in public life — Wolin emphasizes our capacity to initiate action in collaboration with other human beings. Such action often has an element of public drama. But in the IAF, political action is more than drama. It combines the symbolism of active citizenship with real political efficacy, creating the opportunity to restructure schools, revitalize neighborhoods, create job training programs, increase access to health care, or initiate flood control programs.

In addition to tangible improvements in public services, such politics recreates and reorganizes the ways in which people, networks of relationships, and institutions operate: it builds real community. As social beings we are defined by our relationships to other people — family and kin; but also the less familiar people with whom we engage in the day-to-day business of living our lives in a complicated society. But when people lack the organizations that enable them to connect to real political power and participate effectively in public life, these social relationships disintegrate. We learn to act in ways that are not responsive to our community. There is no time and energy for collaboration, no reciprocity, no trust — in short, no social capital.

To reverse the current dissolution of community, we need to rebuild social capital, to reinvest in the institutions that enable people to learn, to develop leadership, and to build relationships;

to become, in Jefferson's phrase, "participants in the affairs of government." What IAF has found is that when people learn through politics to work with each other, supporting one another's projects, a trust emerges that goes beyond the barriers of race, ethnicity, income, and geography: we have found that we can rebuild community by reconstructing democracy.

COPS in San Antonio

For decades the city of San Antonio "managed" the demands of the poorer sections of the city by successfully splitting the population geographically — making secret deals with one neighborhood in order to prevent it from joining forces with others. The IAF developed COPS to provide an alternative strategy and an alternative public space. The idea was to give people in San Antonio the opportunity to have conversations away from the city government, to negotiate and deliberate with each other based on a larger framework of shared values, vision, and a commitment to agitation for change.

As lead organizer, I conducted more than 1,000 individual meetings during the initial months of the COPS organization. Through this first round of meetings, we



The Network of Texas IAF organizations held its first convention in 1990

ly benefited the rich. In part as a consequence of those policies, the after-tax income of the richest one percent of American families grew 75% during the last decade, while the bottom 60% of families actually experienced a decline in income. The purchasing power of the minimum wage has plummeted, too, falling from its 1968 peak of \$6.13/hour (in 1993 dollars) to today's \$4.25/hour. This development has pushed more people below the poverty line, and left those above it without time or energy for their children or families, let alone their communities.

So the distribution of the costs of change is a matter of politics, not simply economics. Political and social renewal, however, are rarely discussed as means for alleviating these costs. We focus on results rather than causes. But while the resolution of broader crises does require attention to immediate issues, short-term solutions will have only limited success without corresponding long-term changes in our social and political institutions.

Politics, Community, and Organization

The IAF approach to institutional change recognizes that problems such as poverty and unemployment are not simply matters

lective action guided by that discourse. In politics it is not enough to be right, or to have a coherent position; one also must be reasonable, willing to make concessions, exercise judgment, and find terms that others can accept as well. So politics is about relationships that enable people to disagree, argue, interrupt, confront, and negotiate, and, through this process of conversation and debate, to forge a consensus or compromise that makes it possible for them to act. The practical wisdom revealed in politics is equivalent to good judgement and *praxis* — action which is both intentional and reflective. In *praxis*, the most important part of the action is the reflection and evaluation afterward. IAF organizations hold "actions" — public dramas, with masses of ordinary people moving together on a particular issue, with a particular focus, and sometimes producing an unanticipated reaction. This reaction in turn provides the grist for the real teaching of politics and interpretation — how to appreciate the ensuing negotiations, challenge, argument, and political conversations.

In *The Presence of the Past*, Sheldon Wolin describes our birthright as our political identity. Echoing Aristotle's idea that we

Carrie Laughlin, a member of the Texas Interfaith Education Fund research staff, made significant contributions to this article.

identified potential leaders and invited them to participate in a second and third round of "one-on-ones." This group was then asked to hold a series of house meetings. As it turned out, the leaders in the congregations were also the leaders in the youth organizations, PTAs, and unions. And they began to agitate not only their fellow congregants, but their neighbors and co-workers.

Congregation and university. COPS, like all IAF organizations, is primarily a federation of congregations, connected to institutions of faith and agitated by their traditions. In this context, "faith" does not mean a particular system of religious beliefs, but a more general affirmation that life has meaning. Congregations convey traditions which connect people in the present and hold them accountable to past and future generations. These institutions — churches, synagogues, mosques, and temples — are built on networks of family and neighborhood. Tragically, they are virtually the only institutions in society that are fundamentally concerned with the nature and well-being of families and communities.

The root of the word "religion" is *re-ligare*, which means to bind together that which is disconnected. The best elements in our religious traditions are inclusive — respecting diversity, and conveying a plurality of symbols which incorporate the experiences of diverse peoples. The mixed multitudes in Sinai and Pentecost are central to the Judeo-Christian tradition; they represent the constant incorporation of different traditions in our social and political fabric.

Religious faith, history, and tradition are important because they embody the struggles of those who have gone before — their struggles both to understand and to act. Others have made efforts, and with mixed results. Reflecting on those efforts, one learns not to take oneself too seriously, and to recognize the limits of what can be accomplished in a lifetime or in a generation. Moreover, traditions — to the extent that they are meaningful and useful — provide a framework for dealing with ambiguity, irony, and tragedy.

In addition to their connection with communities of faith, IAF organizations such as COPS also serve as "mini-universities." Our organizations have multiple agendas, traditions, independent dues-based financing structures, and include a wide variety of individuals. Like universities, broad-based organizations provide arenas in which people can engage in constrained conflict, opening the historical contradictions within and among our traditions to inquiry and reflection.

A common error in teaching history is to present conflicts as having been fully reconciled — either through war, the threat of war, or compromise. In the IAF, we teach people to understand the strains of controversy within our traditions and history — strains which must be managed, but are unlikely ever to be resolved. While repressing controversies can lead to war, acknowledging and welcoming them within a framework for debate helps us to temper conflict to a manageable level. In short, COPS provides a civic education, as well as a philosophical one, enabling people to conduct their lives effectively and to build and sustain their communities.

Delivering goods. For 20 years, COPS's focus has been on developing a strategy to re-build the infrastructure of its inner city

community. With its sister organization, the Metro Alliance, COPS has brought over \$800 million of streets, parks, housing, sidewalks, libraries, clinics, streetlights, drainage, and other infrastructure to the poor neighborhoods of the inner city. San Antonio's Community Development Block Grant Program (CDBG), organized by COPS and the Metro Alliance into an effective, accountable entity, has been recognized nationwide as a model CDBG project.

The federal government's CDBG program — instituted in 1974 to replace numerous federal categorical programs with a single, flexible grant to cities — has been a steady, though small and diminishing, source of funds for the redevelopment of inner cities across the country. COPS and the Metro Alliance have ensured that funds in San Antonio are used carefully and effectively, maximizing expenditures for durable capital improvements and minimizing the demands on CDBG for ongoing operating expenditures of city and private agencies. During the last two decades, only three percent of San Antonio's CDBG funds have been spent for administration and planning.

COPS leaders organize the annual CDBG process, in which residents of eligible neighborhoods meet in homes, schools, and churches to draw up lists of potential projects. The cost of the projects is always three or four times their neighborhood's CDBG allocation. So people begin their bargaining, trimming some projects and delaying others in exchange for mutual support. They proceed from house meetings concerned with one street or drainage issue, to neighborhood meetings proposing a package of projects, to meetings in each City Council district to shape a proposal with the Council member. Then, in collaboration with the Council member, community leaders finalize the selection of the year's projects. COPS leaders have incorporated into the organization's collective culture the expertise not only to plan projects, but to negotiate and facilitate the bargaining among neighborhoods.

By leveraging both public and private moneys, IAF organizations in San Antonio have helped working families build more than 1,000 units of new housing, rehabilitate 2,600 existing ones, and purchase 1,300 more. Beyond these new homes and infrastructure, however, the most important accomplishment of the IAF organizations is the development of non-traditional leaders in historically disenfranchised communities.

Leadership. IAF leaders begin their development in one-on-one conversations with a skilled organizer. These conversations represent an exchange of views, judgements, and commitments. IAF organizers see themselves as teachers, mentors, and agitators who constantly cultivate leadership for the organization. Their job is to teach people how to form relationships with other leaders, and develop a network, a collective of relationships able to build the power to enable them to act. Leaders initially learn politics through conversation and negotiation with one another — as in the CDBG process. As they develop a broader vision of their self-interest, they begin to recognize their connections and their responsibilities to each other and to the community.

Organizing people around vision and values allows institutions to address specific concerns more effectively. Beginning with

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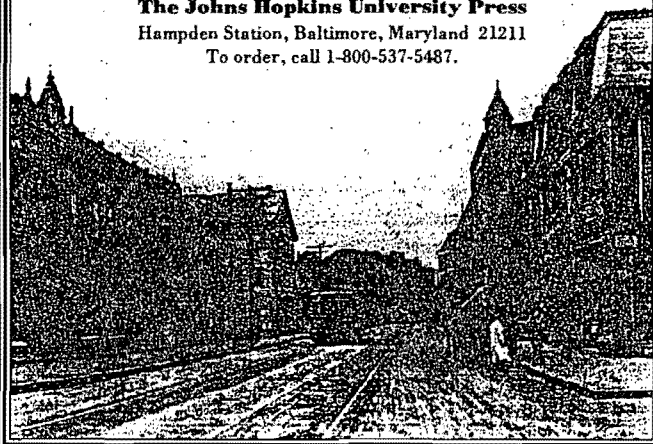
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small, winnable issues — fixing a streetlight, putting up a stop sign — they move carefully into larger problems — making a school a safe and civil place for children to learn. And then to still larger issues — setting an agenda for a municipal capital improvement budget, strategizing with corporate leaders and members of the City Council on economic growth policies, developing new initiatives in job training, health care, and public education. When ordinary people become engaged and shift from political spectators to political agents, when they begin to play large, public roles, they develop confidence in their own competence.

Virginia Ramirez is one of those leaders. She was angry at the injustice in her neighborhood — at watching a neighbor die because she did not have heat in the winter — but was afraid to speak out because she felt she wasn't educated. COPS taught Mrs. Ramirez to tap into her anger and force it into a tool. She learned to speak publicly, to lead, to take risks with herself, and to guide others. The IAF process taught her to develop relationships within which she could challenge the indifference and apathy of corporate and government officials. She learned how to negotiate with the powerful: to compromise, to confront when necessary, and to rebuild collaboration. She gained the confidence to negotiate with the City Council and mayor. She went back to school at age 44, earned her General Equivalency Diploma, and entered college.

Virginia Ramirez — now president of her parish council and a co-chair of COPS — represents her community at the negotiating table with San Antonio's corporate, financial and municipal government leaders. She is a mentor for young leaders, some of whom are the sons and daughters of COPS founders.

Power and the Iron Rule. Most people have an intuitive grasp of Lord Acton's dictum about the tendency of power to corrupt. To avoid appearing corrupted, they shy away from power. But powerlessness also corrupts — perhaps more pervasively than power itself. So IAF leaders learn quickly that understanding politics requires understanding power.

A central element of that understanding is that there are two kinds of power. Unilateral power tends to be coercive and domineering. It is the power of one party treating another as an object to be instructed and directed. Relational power is more complicated. Developed subject-to-subject, it is transformative, changing the nature of the situation and of the self. The IAF has spent 50 years teaching people to develop

After two decades of neglect, we need more public investment in housing, education, infrastructure, health care, and job training. But we also need to learn to think differently about the public sector and its relationship to the civic culture.

such relational power, mastering the capacity to act, and the reciprocal capacity to allow oneself to be acted upon.

Relational power is both collectively effective and individually transformative — think again of Virginia Ramirez. The potential of ordinary people fully emerges only when they are able to translate their self-interests in issues such as family, property, and education into the common good through

an intermediary organization. Each of the IAF's victories is the fruit of the personal growth of thousands of leaders — housewives, clergy, bus drivers, secretaries, nurses, teachers — who have learned from the IAF how to participate and negotiate with the business and political leaders and bureaucrats we normally think of as our society's decision-makers.

Living by the Iron Rule — "Never do for others what they can do for themselves" — COPS and the IAF have won their victories not by speaking for ordinary people but by teaching them how to speak, act, and engage in politics for themselves.

The Role of Government

Reinvigorating urban life requires a new vision of civil society, appropriate to contemporary challenges. To be sure, government has an essential role to play in democratic renewal. After two decades of neglect, we need more public investment in housing, education, infrastructure, health care, and job training. But we also need to learn to think differently about the public sector and its relationship to the civic culture.

Government can no more create political entrepreneurship than it can create economic entrepreneurship. It cannot "empower" people, because power cannot be bestowed. Government can facilitate, encourage, and recognize grassroots organizing and local initiatives with an institutional base rooted in people's imagination and values, but it cannot and should not create organizations and initiatives. When the government funds local organizing, those "grassroots" efforts will continue only so long as the public dollars continue to flow. And no organization funded by the government is going to be truly agitational about using public funds more effectively. (The government is not going to fund a revolution against its own status quo.) To ensure ownership of broad-based organizations by the community, those organizations must be self-supporting. The Iron Rule applies to institutions as well as to individuals.

The IAF has developed an innovative proposal for a more constructive role for government in fostering effective local initia-

tives that are grounded in grassroots, democratic institutions. We propose that the federal government structure a grant-making strategy to leverage the commitments of states, local municipalities, private sector corporations, and communities. Centered in the White House, the initiative would make a significant block of money available to communities over and above their categorical allotments for major public investment. Essentially, the federal government would provide matching grants for local investments of money, resources, and "sweat equity." To be eligible, a city would have to develop a strategic plan demonstrating effective collaboration with a truly broad-based organization, and developing innovative training programs to prepare and employ the poor and working poor in jobs connected to both the private sector and public investment. Additional money would be available for strategies grounded in sustainable development, and that have environmentally sensitive foundations. But the funds must not go to the broad-based organization itself.

Granting additional money to cities in which such strategic organizing is taking place should generate interest in other places, thus facilitating the diffusion of a new institution-building process. It is important, however, not to repeat the mistakes of past strategies designed to promote social renewal — either expanding too quickly or spreading funding too thinly. An initial target of 15 to 20 moderately large cities, with a smaller second tier made up of sections of the largest urban areas (e.g. boroughs, recognized communities, unincorporated areas) would be optimal. Despite IAF's presence in some of the largest urban areas of the nation, it would be a mistake to tackle entire cities such as Detroit, New York, Los Angeles, or Chicago before establishing a record of success. As with any organizing strategy, it is best to begin with smaller, more winnable issues before moving to the most complex, comprehensive, and daunting ones.

The Democratic Promise

To rebuild our society, we must rebuild our civic and political institutions. Under conditions of social fragmentation, it is a daunting challenge. People in modern industrial societies are atomized and disconnected from each other. And far too much of the American search for "fulfillment" is centered on the individual, encouraging utilitarian and narcissistic relationships. Such fragmentation leaves people increasingly less capable of forming a common purpose, much less collaborating in its implementation.

The rehabilitation of our political and civic culture requires a new politics, with authentically democratic mediating institutions — teaching, mentoring, and building an organized constituency with the power and imagination to initiate change. The work of IAF is to establish a public space in which ordinary people can learn and develop the skills of public life, and create the institutions of a new democratic politics. With organized citizens and strong mediating institutions, our communities can address structural inequalities of the economy for themselves, restore health and integrity to our political process, mitigate the distortions created by organized concentrations of wealth, and — in the end — reclaim the vision and promise of American life. ■

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GLORIA G. RODRIGUEZ, Ph.D. VITA

[002]

PERSONAL

WORK: 301 South Frio, Suite 380
San Antonio, Texas 78207
Phone: 210/270-4630
Fax: 210/270-4612

BIRTH DATE:

P6(b)(6)

MARITAL STATUS: Married—Salvador C. Rodriguez

CHILDREN:

Salvador Julian Rodriguez—P6(b)(6)

Steven Rene Rodriguez—P6(b)(6)

Gloria Vanessa Rodriguez—P6(b)(6)

HEALTH: Excellent

CITIZENSHIP: U.S.A.

ETHNICITY: Mexican-American



Education

Ph.D.—The University of Texas at Austin, (Early Childhood Education/Curriculum and Instruction), 1990

M.Ed.—Our Lady of the Lake University (Supervision Certificate in Education), 1973

B.A.—Our Lady of the Lake University (Liberal Arts/Bilingual Education Certificate), 1970

UNIVERSITY OF TEXAS at San Antonio, (Mid-Management Certificate to become an Elementary School Principal, 1979

HARVARD University, John F. Kennedy School of Government, Executive Public Management Training, 1989

CENTER For Creative Leadership Executive Management Training Program, 1989

PERSONNEL Decisions Incorporated, Impact Leadership Program, 1994

GLORIA C. RODRIGUEZ, Ph.D.—VITA (page 2 of 5)

Employment

FOUNDER and President/CEO

- Avance Family Support and Education Program, 1973-Present

CURRICULUM Writer/Editor

- Avance Curriculum and other Avance Publications, 1973-Present

RESEARCH—Project Director

- Project C.A.N. (Child Abuse and Neglect)
- National Demonstration Research Project, 1979-1982
- Principle Investigator, COSSMHO/Avance Parent-Teen Shared Interaction Model, 1984-1985
- Project Director—Carnegie Avance Evaluation, 1987-1991
- Parent Educator—Avance Parent Child Education Program, 1973-1979
- First and Second Grade Bilingual Teacher, Cable Elementary School, 1970-1973

AVANCE

A private, nonprofit organization whose main purpose is to strengthen and support low income families in the areas of parenting early development education and family support.

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AVANCE NATIONAL OFFICE:

- Hasbro National Family Resource Center: Training, Technical Assistance, Curriculum Development, Dissemination
- Avance Research Department

CLORIA G. RODRIGUEZ, Ph.D.—VITA (page 3 of 5)

PUBLICITY:

Print Media

- New York Times, [1988 (two editorials—January 1 and March 8, and featured story - April 11), cited in front page article, April 12, 1994]
- Business Week, September 1988, February 20, 1989
- Atlantic Monthly, September, 1990
- The Boston Advocate, October, 19, 1995, November, 1992
- Dallas Morning News, February 1992
- Education Week, April 18, 1990
- Vista Magazine, January 1, 1989
- Parade Magazine, May 10, 1987
- Boston Science and Technology Review, July, 1988
- International Herald Tribune, January 19, 1988
- Parents Magazine, June 1994
- Houston Chronicle, September 4, 1994
- San Diego Union, November 26, 1989
- Carnegie Quarterly, 1994-1995

Electronic Media

- MacNeil Lehrer NewsHour, 1995
- Good Morning America, 1992
- ABC World News Tonight, June, 1988
- Shapiro Production: "Scared Silent"
- Perlmutter Productions: "The Creative Spirit at Work" and: "An Ounce of Prevention: Abnormal Psychology" (Documentary on Mental Health Program received an award; Avance was asked to receive this award on behalf of Perlmutter Productions)
- Continuously in Telemundo and Univision

Visitors

- HRH Prince Charles of England, February, 1986
- First Lady Barbara Bush, July 1988; September, 1989
- First Lady of Mexico, Cecilia Occelli de Salinas, April, 1991
- Governor of Texas Ann Richards, March 1990
- First Lady of Colorado, Bea Romer, 1988
- Jesse Jackson, March 1988
- Aspen National Domestic Policy Council, Senator Bradley, Chairperson
- Harvard (Former Attorney General), Phillip Heymann, 1995

Recognition

- Hillary Rodham Clinton's book titled *It Takes A Village*
- Barbara Bush's publication of ten outstanding programs in family literacy titled *First Teachers*
- Rosalynn Carter's book titled *Helping Someone With Mental Illness*
- Inspector General's Report on "Collaborative Models"
- The Best of Texas—Tom Harris Memorial Award
- Mental Health Association In Greater San Antonio Outstanding Mental Health Program—1985
- Houston Chapter/Prevention of Child Abuse and Neglect, 1986

GLORIA G. RODRIGUEZ, Ph.D.—VITA (page 4 of 5)

SPECIAL RECOGNITION

- 25 Most Influential Working Mothers, Working Mother Magazine, 1998
- 100 Most Influential Hispanics in America, Hispanic Business Magazine, 1997
- Latina Excellence Award—Hispanic Magazine, 1997
- Professional Achievement Award—National Hispanic Employee Association Breaking Barriers Award Conference, 1996
- Benitia Humanitarian Award, 1996
- Outstanding Leadership Award—The National Association of Elementary School Principals, April 1995
- MALDEF—Matt Garcia Public Service Award, 1994
- Parent's Magazine—Social Action Award, 1994
- La Mujer Hispana—La Prensa, May 1994
- Texas Woman Hall of Fame, 1993
- Hispanic American Women Calendar (October), 1993
- World'sWho'sWho, 1992
- Notable Hispanic American Women, 1992
- Temple Award for Creative Altruism, 1992
- Leadership America, 1992
- Who's Who Among Hispanic Americans, 1991-1992
- JC Penny—Spirit of Teamwork Award, 1991
- "Attitude Award" for changing public attitudes toward family support Life Time Television Nationally Syndicated Program Attitudes, 1990
- "Gloria G. Rodriguez Collection"—Eugene Barker Texas History Center, Austin, Texas, 1989—Present
- National Hispana Leadership Institute, 1989
- Outstanding Alumni in Residence Award—O.L.L.U., 1989
- 100 Influential Hispanic Leaders—Hispanic Business Magazine, November, 1988
- Leadership Texas, 1987-1988
- Professional Achievement Award in Education—San Antonio Women in Communication, 1987
- San Antonio Hall of Fame (Education), 1984
- Edgewood Independence School District Hall of Fame, 1983
- Woman of the Year—San Antonio Light Newspaper, 1981
- Leadership San Antonio, 1981
- Outstanding Women of America, 1977, 1979

GLORIA G. RODRIGUEZ, Ph.D.—VITA (page 5 of 5)

BOARDS, COMMISSIONS, TASK FORCES, APPOINTMENTS

- Member—Heinz Human Condition Jury for Heinz Family Foundation Awards
- Advisory Board—Latina Magazine
- Advisory Board—GEMS (Spanish Language Women's Channel)
- Member—Substance Abuse and Mental Health Services Administration National Advisory Council, 1998-Present
- Member—Children of 2010 Task Force, 1998-Present
- Member—University Health Center Downtown Advisory Board Member, 1998-Present
- Panelist—White House Conference on Early Learning and Brain Development, 1997
- Advisory Board—Carnegie Starting Points Task Force, 1992 - Present
- U. S. Delegate (Presidential Appointment)—United Nations Commission on the Status of Women Meeting, 1994
- Commission (Presidential Appointment)—Education Excellence for Hispanic Americans, 1995 - Present
- Chairperson—Texas Headstart Collaborative Project, 1993
- Co-Chairperson—San Antonio Ready to Learn/Success by Six Council, 1993-94
- Board Member—National Christian Children's Fund Advisory Board, 1993 - Present
- Board Member—National Council on Families in America, 1991 - Present
- Board Member—Parent Action Board, 1991 - Present
- Advisory Board—Governor Ann Richard's Transition Team in Early Childhood Education, 1990
- Board Member—Texas Health and Human Service Coordinating Council, 1988-1990
- U. S. Delegate—French Child Care/Family Policies Study Tour, 1989
- Founding Board Member—Family Resource Coalition, 1982-1989
- Member—National Council for the Enhancement of Hispanic Children and Families, 1985
- Vice Chair—San Antonio Development Agency, 1982-1985
- Chair—Family Task Force—Target 90
- Chair—Action Plan for Human Services, 1984-1985
- Delegate—White House Conference on Families, 1980

CONSULTATION

- Head Start Consultant in area of Mental Health for Region VI
- Editorial Board "Latina" Magazine
- Editorial Board—"La Familia de Hoy", Whittle Communications, 1989-1993
- Video on Racism—Family Communication (Mr. Roger's), 1993-1994
- "El Mañana Es Hoy", Parents Magazine, 1977-1978
- Josten's Early Childhood Advisory Board, 1989-1991
- Yale University, Bush Center, 1989
- Editorial Board/Featured Writer—San Antonio Light, 1988-1989
- Harvard Family Research Project, 1984
- Georgetown University, 1987-1988
- Federal Government—Maternal Child Health Bureau, Administration for Children, Youth and Families, Housing and Urban Development, Head Start Bureau, 1981-1994

GLORIA G. RODRIGUEZ Ph.D.

Gloria G. Rodriguez is founder, national president and CEO of AVANCE, Inc. Since its establishment in 1973, AVANCE has become a nationally recognized model and pioneer not only for parent education/family support/fatherhood programs, but also for programs in the promotion of mental health and the prevention of poverty, child abuse and neglect, crime, delinquency, and school drop out. AVANCE has sites in San Antonio, Houston, the Rio Grande Valley, Austin, Dallas, Del Rio, Corpus Christi, Eagle Pass, El Paso, Laredo, and Kansas City, Missouri.

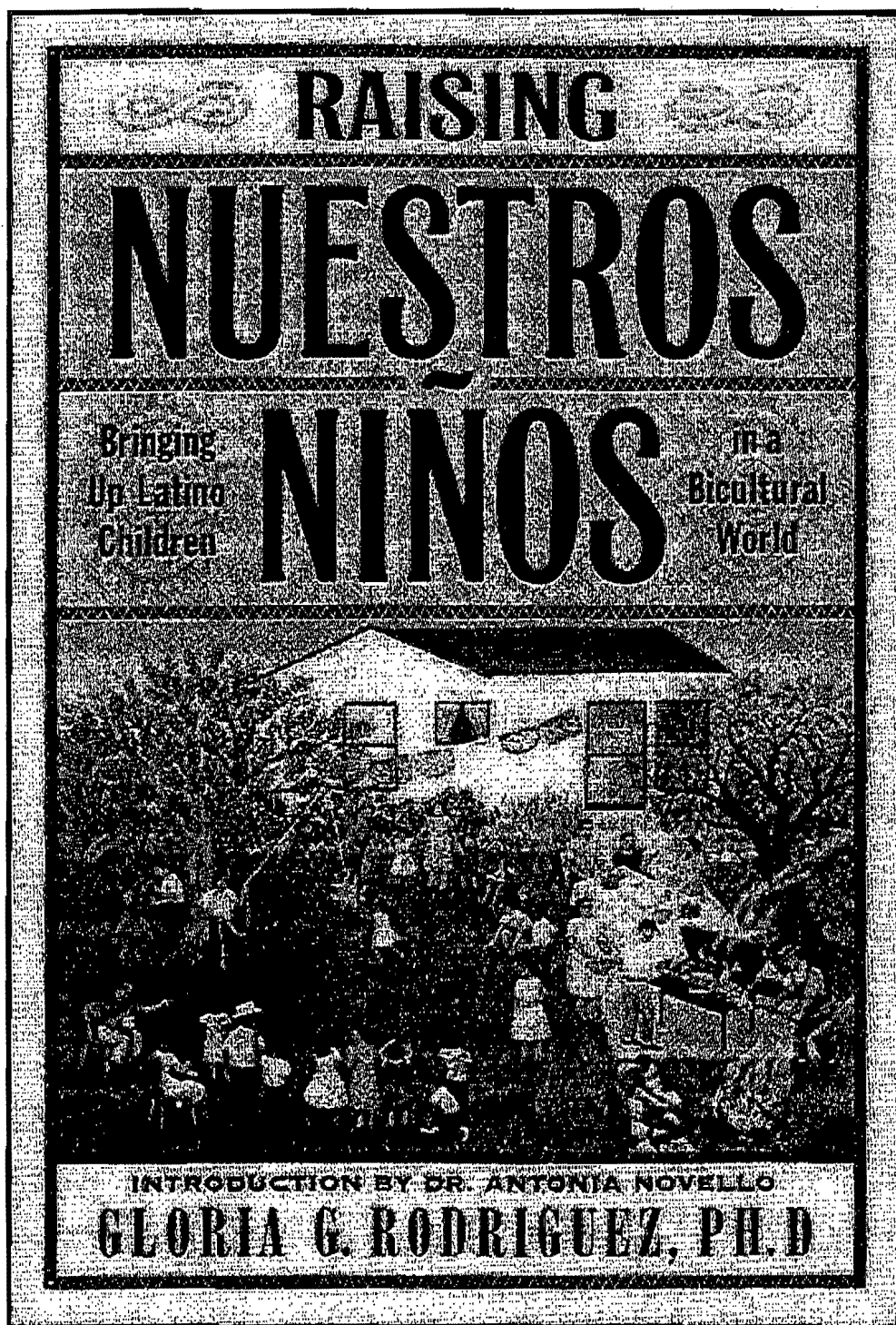
AVANCE has been visited by Prince Charles, Barbara Bush, First Lady Araceli Salinas de Gotari, Governor Ann Richards and the Rev. Jesse Jackson. AVANCE was included in Hillary Rodham Clinton's book titled *It Takes a Village*, Barbara Bush's book titled *First Teachers*, and Rosalyn Carter's book titled *Helping Someone With Mental Illness*. AVANCE has been featured in the *New York Times*, *Business Week*, *Atlantic Monthly*, *Parade Magazine*, *ABC World News Tonight*, *U.S. News and World Report*, *Good Morning America*, *MacNeil Lehrer NewsHour*, *Univision*, and *Telemundo*. National and International documentaries that featured AVANCE are "Scared Silent," "Creative Solutions to Today's Social Problems," and the "The World of Abnormal Psychology: An Once of Prevention".



Dr. Rodriguez has been recognized both locally and nationally and has been invited to speak and present testimony throughout the country. She is the recipient of the First "Attitude Award" for changing public attitudes toward Family Support Services presented by Life Time Nationally Televised Syndicated Program. She was inducted into the San Antonio and the Texas Hall of Fame and is included at the U.T. Eugene Barker Center of Texas History. She received the Matt Garcia Public Service Award from MALDEF in 1994, the Temple Award for Creative Altruism from the National Institute of Noetic Science in 1993 and the Woman of the Year Award from the *San Antonio Light* in 1981. She was featured in *Hispanic Business Magazine* as one of the 100 most influential national Hispanic Women and was included in "Notable Hispanic American Women" in 1993. *WorkingMother* named her as one of the "25 Most Influential Working Mothers" in 1998. She was also selected to the San Antonio Leadership Program, Leadership Texas, Leadership America and the National Hispana Leadership Institute.

She was a delegate to the White House Conference on Families, and by presidential appointment served as part of the United States Delegation to the United Nations International Commission on the Status of Women and the Commission on Education Excellence for Hispanic Americans. She was selected to participate in a two week Child Care/Family Policy Study of France in 1989 by the French American Foundation. She has spoken at the National Municipal League of Cities, the Forum of Public Affairs at the J.F. Kennedy School of Government, the Smithsonian, the Aspen Institute and at the Summer Institute of the Council of Chief State School Officers. She has served as a consultant to the Federal Government, Parent's Magazine, Whittle Communication's La Familia De Hoy Magazine, Mr. Roger's Corporation, The Work Family Institute, the Harvard Family Research Project, Georgetown University, and the Yale Bush Center.

Dr. Rodriguez has her Ph.D. in Early Childhood Education from the University of Texas at Austin. She is married to Salvador C. Rodriguez and has three children.



RAISING NUESTROS NIÑOS

BRINGING UP LATINO CHILDREN IN A BICULTURAL WORLD

by **GLORIA G. RODRIGUEZ, Ph.D.**
Founder, President and CEO of AVANCE

What They Are Saying...

"Children should come into this world with Gloria Rodriguez' book under their arm as an instruction manual for their parents. Superb!"

Cristina Saralegui
Univision Talk Show Host

"A wonderful resource guide for Latino parents."

Antonia Novello, M.D.
Former U.S. Surgeon General

"Gloria Rodriguez has been an authentic pioneer, showing vividly what can be done to improve the life chances of children in poor communities. The book is at once personal and professional, full of valuable insights. It deserves careful reading by all who really care about our future."

David A. Hamburg, M.D.
President Emeritus, Carnegie Corporation of New York

"Gloria brings to light the great spiritual energy within Latino families as she clearly shows the way of using it as the fuel of empowerment and achievement of our children."

Father Virgil Elizondo
Founder, Mexican American Cultural Center

"A beautiful book which will be useful to Anglo as well as Latino mothers. How refreshing to encounter an author willing to share herself as well as her knowledge. Use this book and celebrate its message."

Bettye Caldwell
Professor, Department of Pediatrics, University of Arkansas for Medical Sciences

"La Doctora Spock....To bear fruit, a plant must be not only well-rooted but also grounded in a solid and rich foundation. This apt metaphor for child-rearing is the philosophy behind *Raising Nuestros Niños*...."

Latina Magazine
May 1999

more on the following page

What They Are Saying About *Raising Nuestros Niños...*

“While her advice on helping children develop emotionally and intellectually is valid for all cultures, the emphasis is on the special joys and challenges of maintaining *la familia* in today's world. The book is geared toward Latino parents of children from infancy to age 12 but also serves as an excellent resource for professionals in education and social sciences or for young people thinking of becoming parents. Recommended for public and academic libraries.”

Deborah Bigelow
Library Journal
May 1, 1999



AVANCE

Family Support and
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Gloria G. Rodriguez, Ph.D.

April 16, 1999

FOR IMMEDIATE RELEASE

Contact: Gayle Spencer or Alisa Hernandez

210/270-4630

AVANCE Founder Releases Book

AVANCE, the non-profit organization Gloria G. Rodriguez, PhD, started 25 years ago in the Mirasol Housing Project on the westside of San Antonio, has been written about in books by the wives of three presidents: Barbara Bush's *First Teachers*; Hillary Rodham Clinton's *It Takes a Village*; and Rosalynn Carter's *Helping Someone with Mental Illness*. Now, Dr. Rodriguez takes her turn explaining the psychological and cultural roots guiding the principles of the family support program in a book of her own – *Raising Nuestros Niños: Bringing Up Latino Children in a Bicultural World*. The book, published in both English and Spanish versions by the Fireside Books division of Simon & Schuster, Inc., will hit bookstores in April – ideal timing for commemorating *El Dia de los Ninos* or Mother's Day.

The 400-page paperback shares warm, personal insights about raising children based on Hispanics' core family values. Univision television host Cristina Saralegui says, "Children should come into this world with Gloria Rodriguez' book under their arm as an instruction manual for their parents." In addition to practical child-rearing information, *Raising Nuestros Niños* shares Hispanic holiday traditions, recipes, *dichos* and nursery rhymes that can make Latino children's cultural heritage a vital part of their lives. Lessons Dr. Rodriguez learned from her mother and grandfather, as well as from her own children, are interwoven

(more)

AVANCE National Office: 301 S. Frio St., Ste. 380 • San Antonio, TX 78207 • TEL:210/270-4630 • FAX:210/270-461
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Rio Grande Valley • San Antonio

April 16, 1999

AVANCE Founder Releases Book

Page 2

to provide an intimate guide to raising children "to be proud of who they are, where they came from, and where they are going."

As the AVANCE program does, Dr. Rodriguez stresses the importance of the first three years in the development of a child: *Lo que se aprende en la cuna, siempre dura* (That which is learned in the crib lasts forever.). She relies heavily on her own childhood experiences and those of her three children to delve into issues affecting children from birth to twelve years, such as sibling rivalry and discipline. She also relates how the role of Hispanic spouses must continue to evolve as women assume professional responsibilities outside the home.

Born and raised in San Antonio, Rodriguez specialized in elementary education while at Our Lady of the Lake University. While serving as President and CEO of AVANCE, she received her Ph.D. in Early Childhood Education from the University of Texas - Austin. She served on the Carnegie Task Force on Meeting the Needs of Young Children and the Christian Children's Fund Board, and currently serves on the Advisory Board of the Center for Leadership Studies at Our Lady of the Lake University; the College Board's National Task Force on Minority Education; the Hispanic Latino Steering Committee of SAMHSA; Media Education Consultants' Expert Advisory Board for the Conflict Resolution Outreach Project; the National Council on Families in America Board; the National Institute of Mental Health Review Committee for the Interventions and Services Review Bureau; the National League of Cities Council on Youth, Education and Families; the President's Advisory Commission on Educational Excellence for Hispanic Americans; and SAMHSA National Advisory Board.

Raising Nuestros Niños retails for \$13 and will soon be available at area bookstores or through AVANCE, 301 South Frio, Suite 380, San Antonio, Texas 78207. Proceeds from sales made through AVANCE offices directly benefit the non-profit organization. For more information, telephone 210/270-4630, or visit AVANCE's website, www.avance.org.

RAISING NUESTROS NIÑOS

BRINGING UP LATINO CHILDREN IN A BICULTURAL WORLD

by **GLORIA G. RODRIGUEZ, Ph.D.**
Founder, President and CEO of AVANCE

Excerpts...

"The model AVANCE has cultivated over 25 years of research and experience is based on meeting children's four basic needs: the physical, cognitive, social, and emotional. In addition to these, for the purposes of this book, I have added a fifth need that is interwoven throughout the Hispanic cultural fabric: our faith and spirituality. Using activities that embrace and celebrate the traditions of *nuestra raza*, our people, I show parents how their culture can enhance the experience of child-rearing. I build on our strengths as Latinos, namely our language and cultural values, as I help parents acquire knowledge and skills essential to becoming better parents. These values include devotion to children, marriage, family, faith, and community. *Nuestras costumbres*, our customs, are powerful forces that can shape children's minds and hearts, creating proud and confident individuals who have something very special to offer society."

Introduction

"From *el bautismo* to *la quinceañera* – a celebration commemorating a young girl's rite of passage into adulthood – Hispanic parents have celebrated events that bring family and friends together to proclaim the child's importance with plenty of food, music, merriment, and spiritual meaning. Hispanics believe in celebrating life. Our culture is imbued with invigorating and uplifting music that restores and energizes the human spirit....Our bright and colorful fiestas help us cope with life's heavy burdens.... Ceremonial rituals bring us together with God, family, and friends...."

Chapter II

The Hispanic Culture/ *La Cultura Hispana*

"One tradition that is making a great comeback among Hispanics during Christmas is tamale-making. It is a family affair or the time for female friends and family members to come together to complete the time-consuming and laborious task. Increasingly, more men are joining in the making of homemade tamales. It is hard work and an all-day event. However, it can also be a time to catch up on the latest *chismes*, gossip."

Chapter II

The Hispanic Culture/ *La Cultura Hispana*

More on the following page...

More Excerpts from *Raising Nuestros Niños...*

"Sometime in the evening before the cake is cut, the lights are dimmed and the 15 boys hold a decorated lighted candle for the debutante to make 15 wishes. A toast, or *brindis*, is made by the father, grandfather, *padrino*, or an older brother. Then the *mariachis* or a trio enter singing *Las Mañanitas*. There is usually not a dry eye in the house when the birthday girl dances the traditional song, *La Muñequita*, with her father. As the audience listens to the words, they admire the affection between father and daughter. They reflect how fast the years have passed, as his *muñequita* goes from *la cuna* to *la escuela* to become *una senorita*.

La Muñequita

*Llegaste tú, mi bien, llenando de ilusión
Mi corazón, también el de mamita.
Con gusto celebré y a todos les conté
Dijeron que bonita.*

*Los días pasaron ya, creciste un poco más
Y ahora estás dormida en tu cunita.
Por nombre al bautizar, les dije llevará
Por nombre muñequita.*

*Los años han pasado, ya recuerdo estos
momentos
Que fueron en mi vida de una gran ilusión.*

*Muy pronto partirás a la escuela a estudiar,
Y cumplirás del destino nacida
Y todos al pasar con gusto te dirán,
Qué linda, qué bonita.*

*Y cuando vayas ya a la universidad,
Preguntarán, ¿Quién es la señorita?
Y tu contestarás por gusto de papá,
Me llamo muñequita.*

Chapter II

The Hispanic Culture/ *La Cultura Hispana*

"...Experience made me realize that parents need to work closely with the school and insist that their *niños* be challenged and supported academically. Parents and teachers should work together to help children progress developmentally and help them reach their potential. As an educator, I learned that schools have to meet children's developmental needs and work with them from that point on. Teachers must assess where each child is in the educational continuum. They must communicate with and support the parents, who know their children best. Parents must also do their part to support teachers by reinforcing and augmenting the curriculum at home.... it is ultimately up to you to make sure that your children do not fall behind...."

Chapter IV

Our Children Are Unique and Special/ *Como los Dedos de la Mano*

More on the following page...

More Excerpts from *Raising Nuestros Niños...*

“Children who are extremely spirited and full of energy need firmness, consistent rules, and vigilance from parents until they are able to be more self-disciplined....If you have a child like Steven, you can probably draw some comfort from knowing that you are not alone in the episodes that you have had to go through. While *nos salen canas*, we get gray hair, with the incredible things they do, they can also give us many joyous memories. Enjoy their radiant spirit; eventually they grow up and you will later laugh at the things that made you cry.”

Chapter IV
Our Children Are Unique and Special/
Como los Dedos de la Mano

“If you're the parent of a girl, let her know that she deserves an equal chance in a competitive world. Give her plenty of experiences and opportunities to observe many types of role models. At the same time, help your boys become more nurturing and sensitive by asking them to be more helpful, empathetic, and understanding. They need to understand how they affect others and to be open to other people's point of view....”

Chapter IV
Our Children Are Unique and Special/
Como los Dedos de la Mano

“...Parenthood has its ups and downs and peaks and valleys. It is not easy being the parent of a preteen. As an Hispanic parent, it is so difficult to deal with the self-centeredness and disrespect that will surface....For traditional Hispanic mothers who value *respeto*, dealing with this kind of behavior can require *un esfuerzo tremendo*.... parents may experience a great deal of embarrassment and anger when their child becomes more assertive and *terco*. But after learning the whys and hows of development, they will be more patient and understanding when the child enters the disequilibrium stage. They will know that this undesirable behavior is temporary and that the good behavior is just around the corner.”

Chapter IV
Our Children Are Unique and Special/
Como los Dedos de la Mano

“Children's *curiosidad* needs to be supported, not stifled. If parents scream at their children, constantly tell them “no,” or spank their hands every time they are curious, that natural drive to learn will diminish. Once you realize that children will be naturally curious and find their way into everything, you will learn to be more vigilant and childproof your home thoroughly inside and outside.”

Chapter V
Helping Your Children Develop Intellectually/
Cada Cabeza es un Mundo

More on the following page...

More Excerpts from *Raising Nuestros Niños...*

"Frustrated, I felt I could not continue as a teacher knowing that there were so many children entering school so ill-prepared and that parents did not know what was expected of them before their children entered school. I knew also that the gap between those who entered school *preparados* and those who didn't would only widen. I wanted to do something to solve this problem. I decided to leave my teaching career to help parents understand the importance of the first four years of life and guide them in becoming the best parents and teachers they could become. I wanted parents to provide a stimulating, enriching environment for their children so that when their little ones entered school, they would be among the "bluebirds," *los listos*, the ones who would succeed. And with that as my motivation, AVANCE came into existence."

Chapter V

Helping Your Children Develop Intellectually/*Cada Cabeza es un Mundo*

"While music can be used to energize children's creativity, soft music can also calm them after a day of exhausting play....children love to be rocked to lullabies. Just as my grandmother sang *Señora Santa Ana* to my mother, who in turn sang it to us, my children will probably share this melody with their children....

Señora Santa Ana

*Señora Santa Ana, ¿Por qué llora el niño?
Por una manzana que se le ha perdido.*

*Iremos al huerto, cortaremos dos,
Una para el niño y otra para Dios.*

*Manzanita de oro, si yo te encontrara
Se la diera al niño para que callara.*

*Santa Margarita, carita de luna,
Méceme este niño que tengo en la cuna.*

*Duérmese mi niño, Duérmese mi sol,
Duérmese, pedazo de mi corazón.*

*Maria lavaba, San José tendía
Eran los pañales que el niño tenía.*

A la Rurru Niño

*A la rurru niño, a la rurru ya,
Duérmase mi niño y duérmase ya.*

*Este niño lindo, que nació de día,
Quiere que lo lleven a pasear de día.*

*Este niño lindo que nació de noche,
Quiere que lo lleven a pasear en coche.*

Chapter V

Helping Your Children Develop Intellectually/*Cada Cabeza es un Mundo*

"*El árbol que crece torcido, nunca su tronco endereza.* When a tree grows crooked, no one will ever be able to straighten its trunk. I often think of this *dicho* when I consider the impact of the first years of life on the social and emotional development of a child. How parents interact with their young child, how they teach, love, guide set limits, will have a big influence on her self-esteem, character, behavior, and interpersonal skills later. As the child gets older, these attributes are harder to change."

Chapter VI

Social and Emotional Needs of Children/*El Niño Bien Educado/Amor a Manos Llenas*

Texas Industrial Areas Foundation

To: Ruby Sharnir
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From: E. CORTES (D. Watson)
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Date: 7/13/99
Pages(including cover): 5

Comments:

Ernesto Cortes, Jr.

Ernesto Cortes, Jr. is the Southwest Regional Director of the Industrial Areas Foundation, IAF, a non-profit organization founded in Chicago by the late Saul Alinsky. The southwest region includes over 23 community-based organizations, stretching from New Orleans to Des Moines to Los Angeles.

A native of San Antonio, Texas, Cortes is a graduate of Central Catholic High School in San Antonio, and Texas A & M University, where he majored in English and Economics and graduated at the age of 19.

Cortes studied Economics at the post-graduate level at the University of Texas at Austin under Professors Vernon Briggs, Ray Marshall and Dan Morgan. However, his interest in social justice through community organizing, coupled with the death of his father, led him away from scholarly endeavors. As a student activist on the board of the University YMCA, he organized the statewide support group for the farmworkers union, and initiated the successful statewide caravan in support of striking farmworkers at La Casita farms in the Rio Grande Valley.

Between 1969 and 1972, Cortes served as deputy director of economic development and housing for the Mexican American Unity Council in San Antonio, Texas. During this period he was also on the Board of Managers of the Bexar County Hospital District.

Cortes' affiliation with the IAF officially began in June of 1972 after he attended the organization's leadership training institute in Chicago. After training, Cortes worked with IAF leaders in Wisconsin and Indiana for a year developing his skills as a community organizer.

In 1974 Cortes moved to San Antonio where he put together a sponsoring committee and then organized the San Antonio Communities Organized for Public Service, COPS, the well-known and highly successful church-based grassroots organization of San Antonio's west and south side communities. In 1977 he moved to Los Angeles, California, where he organized UNO, the United Neighborhoods Organization, another broad-based, church-sponsored community organization in East Los Angeles.

In 1978, Cortes founded The Metropolitan Organization, TMO, in Houston. In 1982 he founded Valley Interfaith in the Rio Grande Valley of South Texas. Together with COPS in San Antonio, these organizations were the beginning of what is now called the Southwest IAF Network. Cortes was also instrumental in founding and supervising the other organizations that have since joined the network: El Paso Interreligious Sponsoring Organization, EPISO; Allied Communities of Tarrant, ACT, in Fort Worth, Texas; Metro Alliance in San Antonio; Austin Interfaith Sponsoring Committee; Fort Bend Interfaith; The Border Organization of Eagle Pass and Del Rio, Texas; Dallas Area Interfaith; Pima County Interfaith Council, PCIC, in Tucson, Arizona; Valley Interfaith

Project in Phoenix, Arizona; East Valley Interfaith Organizing Effort in Tempe, Arizona; Albuquerque Interfaith in New Mexico; Omaha Together One Community, OTOC, in Nebraska; The Jeremiah Group in New Orleans, Louisiana; Triangle Interfaith Project in southeast Texas; A Metropolitan Organizing Strategy, AMOS, in Des Moines, Iowa; and the West Texas Organizing Project. The organizations of the Southwest IAF Network are estimated to have a combined leadership of over 25,000, and represent over a quarter of a million families.

The IAF organizations work together, on regional as well as state-wide levels, to revitalize local democracies and thereby bring change to poor and moderate income communities. The organizations help ordinary people develop the competence, confidence, and leadership to be, as Thomas Jefferson said, "participants in the affairs of government". As leaders in their communities, these ordinary people identify and take action on issues of importance to their neighborhoods, such as the equalization of funding for public schools, school restructuring to improve student learning, indigent health care, job training, and economic development for high wage jobs.

In particular, the leadership of the Texas organizations led to the approval by Texas voters of \$250 million in grants and low-interest loans to build water and sewer systems in the 400-plus unincorporated rural communities, called *colonias*, along the border. The colonia legislation was initiated and promoted by the Texas IAF Network in collaboration with the elected leadership of the state, the Texas Water Development Board, and local providers. The IAF organizations in south Texas have used the state's initial investment to leverage another \$200 million in local and federal funds, for a combined investment of over \$450 million in infrastructure improvements in the colonias.

The IAF's organizing in Texas has also produced results in the area of jobs and job training. The San Antonio organizations pioneered a model job training program in 1993: Project QUEST, Quality Employment through Skills Training. Project QUEST represents a collaboration between the San Antonio IAF organizations, the business community, the City of San Antonio, the State of Texas, and the San Antonio Works board. Together these entities pledge high skill, high wage job opportunities, several million dollars in annual operational funding, and the sweat equity of hundreds of leaders from San Antonio's working families, all of which has helped almost 600 previously unemployed or underemployed adults obtain high-skill, high-wage jobs or prepare to pursue higher education full-time at the bachelor's level. The success of Project QUEST has led other organizations in the network to pursue similar job training strategies: Valley Interfaith created the Valley Initiative for Development and Advancement (VIDA), Dallas Area Interfaith created Workpaths, ACT in Fort Worth created Synergy, and the organizations in Tucson, Phoenix, Austin and El Paso are currently developing strategies.

Public school reform has been another successful area for Cortes and the organizations of the IAF in the southwest. For Cortes, public education has always been a particular passion because of the vital role it plays in creating and maintaining a vibrant civic culture.

In 1984, the organizations in Texas were instrumental in passing state legislation in support of reforms to improve public education and to raise new funds for poor schools. This legislation increased public funding for schools by \$2.8 billion, with poor school districts receiving the largest increases.

In addition, Cortes envisioned and launched an innovative education initiative to engage communities in public education. The goals of the initiative were to identify and train parent and community leaders to change the culture of schools, and to build a broad constituency of support for education reform both locally and statewide. Initially serving 12 school districts and 27 schools in Texas, the initiative has expanded to include approximately 35 districts and 250 schools in four states, including New Mexico, Arizona and Louisiana. In Texas, the initiative, called the Alliance Schools, has developed into a partnership between the network organizations, community and business leaders, school district officials, the Texas Education Agency, and school campus teachers, staff and parents. The Alliance Schools' impact has been evidenced by a substantial and sustained increase in student achievement, as measured by higher scores on Texas' standardized skills assessment test and improved attendance records.

The successful efforts of the IAF Network have been recognized in numerous books, including *Who Will Tell the People* by William Grieder (1992), *Community is Possible* by Harry C. Boyte (1984), the *State of Families, 3* by Ray Marshall (Family Service America, 1991), *Thinking for a Living* by Marc Tucker and Ray Marshall (1992), and *A World of Ideas, II* by Bill Moyers (1990). Several recent books highlight the success of Alliance Schools initiative: *Community Organizing for Urban School Reform* by Dennis Shirley (1997) and *Teaching the New Basic Skills* by Richard Murnane and Frank Levy (1997). The network's work also has been featured in several PBS documentaries, including *The World of Ideas* series and *Surviving the Bottom Line* by Hedrick Smith. *Cold Anger*, a book by Mary Beth Rogers, provides a history of the IAF and Cortes' development as an organizer and leader in the southwest. Cortes and the work of the network also have been featured in numerous magazines and newspapers including *The Christian Science Monitor*, *The Texas Observer*, *Texas Monthly*, *The Boston Review*, *Education Week*, and *Educational Leadership*.

Cortes has been awarded several fellowships in recognition of his accomplishments in the field of community organizing. In 1984 the MacArthur Foundation named him a fellow. In 1993 he was a fellow at the John F Kennedy School of Government, Institute of Politics at Harvard University. Most recently he completed a year-long fellowship as a Martin Luther King Jr. Visiting Professor in the Department of Urban Studies and Planning at the Massachusetts Institute of Technology.

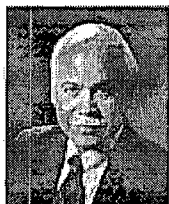
Cortes also has received numerous awards for his work, including: The Common Cause Public Interest Achievement Award (1990); Texas Catholic Conference Award (1991); Frankie Randolph Social Justice Award (*Texas Observer*, 1990); Esquire Register Honoree (1988); Excellence in Organizing Award (IAF, 1990); Tom Harris for Community Service Award (Corporate Fund for Children, 1995); George I. Sanchez

Memorial Award (National Education Association, 1997); Human and Civil Rights Award (Texas State Teachers Association, 1997). Most recently, Cortes was awarded the H. J. Heinz Award in the category of Public Policy.

Cortes currently serves on a variety of commissions and boards, including: the Aspen Institute Domestic Strategy Group, the Public Education Network, the National Commission on Civic Renewal, the Task Force on Reconstructing America's Labor Market Institutions, the Brookings Institution Center on Urban and Metropolitan Policy Advisory Board, the Economic Policy Institute Board of Directors, and the Union Theology Seminary Board of Directors. He is a past member of the Pew Forum for K-12 Education Reform, Carnegie Task Force on Learning in the Primary Grades, and National Board for Progressive Teaching Standards, and the National Commission on Teaching and America's Future.

Cortes is married to Oralia Garza and is the father of three children: Ami, Alma Ester and Jacob Josue.

(May 1998)

**LEOBARDO F. ESTRADA**

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Professor Estrada's areas of expertise include ethnic and racial demographic trends, particularly in the Latino population of the southwestern United States, inner city redevelopment, and social policy analysis and research methods. He twice has been asked to provide his knowledge on methodologies related to ethnic and racial groups to the U.S. Bureau of the Census, serving as Special Assistant to the Chief of the Population Division and as Staff Assistant to the Deputy Director. He has participated in numerous national studies, including an evaluation of the U.S. Standard of Live Birth for the U.S. National Center for Health Statistics.

In recognition of his expertise, Dr. Estrada serves on advisory boards to numerous non-profit organizations, including the National Association of Latino Elected and Appointed Officials, the Pew Charitable Trust's Global Stewardship Initiative, the Urban Institute and the Southern California Association of Governments. He also has been a consultant to such groups as the Ford Foundation and the Southwest Voter Registration and Education Project.

In Los Angeles, he has served on the board of Rebuild LA and as a member of the Christopher Commission, whose recommendations in the wake of the 1991 Rodney King beating have become the basis of the ongoing reform of the Los Angeles Police Department. He also played a central role in the 1990 redistricting of the Los Angeles County Board of Supervisors, which resulted in the election of the county's first Latino supervisor in more than a century.

Selected Publications:

Estrada, L. *"The Dynamic Demographic Mosaic Called America: Implications for Education,"* Education and Urban Society 25, no. 3 (1993).

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Estrada, L. *The Changing Profile of Mexican America, A Sourcebook for Policy Makers.* Claremont, CA: Tomas Rivera Center, 1986.

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